



**BLUE PHOENIX RISING**

*Live Fully, Live Joyously, Live Confidently*

“Words help you cast vision for the promise of the Future. Words give life to ideas. Words and phrases convey the purpose, values, character, and culture of the company you are creating.”



**VISION** A vision statement describes what a company/person desires to achieve in the long-run, generally five to ten years, or sometimes even longer.  
(Use exciting, energetic words)



**MISSION** A mission statement defines what line of business a company/person is in, and why it exists or what purpose it serves.  
(Use exciting, energetic words)



**VALUES** Our values inform our thoughts, words, and actions. Our values are important because **they help us to grow and develop**. They help us to create the future we want to experience. List 3 to 5 of your values.



**SEQUENCE OF EVENTS & MILESTONES**  
X to be completed by [date]

Sources used:  
[www.valuescentre.com](http://www.valuescentre.com)  
[www.corporatefinanceinstitute.com](http://www.corporatefinanceinstitute.com)  
Centre for Executive Coaching

