MVVBPM
Mission-Vision-Values-Beliefs-Perspective

OUTER

BELIEFS
“The rules we will follow in our business.”

MISSION
“What does the business look like when we’re done?”

FUTURE

VISION
“What will our lives look like along the way?”

GOAL
Plans/Actions/Results

NOW

PERSPECTIVE
“Our interpretation of where we are at any given moment.”

INNER

VALUES
“What is important to us?”

GOAL
Plans/Actions/Results

GOAL
Plans/Actions/Results