Know your purpose… know your motivations

Purpose **A purpose statement answers why we exist.**
Vision **A vision statement answers what we aim to achieve.**
Mission **A mission statement answers how we plan to achieve this vision.**
Goal **A goal answers what the specific end state is.**
Objective **An objective answers what steps are required to meet the end state.**
Value **A value answers which beliefs and standards of conduct are required in delivering on the above.**

The Bute Group
Tel: +44 (0) 20 348 6734
email: getintouch@thebutegroup.com
Web: www.thebutegroup.com

©The Bute Group Ltd