



# Defining your Mission and Vision

# Why?

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- It is imperative to establish a clear Mission and Vision **prior to scaling.**
- If you are licensing the brand to others or expanding your footprint as a nonprofit, new locations need to understand what you stand for and **make decisions consistent with your vision.**

# Start by Defining Your Mission

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- Defines the **purpose** of your work and the effect you intend to have on the world around you.
- It states **what you do for others and the approach you follow** as you aim to achieve the aspirations you've set for yourself, your organization, or your business.
- Think of your mission as the **route you'll follow to achieve your vision.**
- THINK TODAY

# Next, Define Your Vision

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- Your **long-term aspirations**. It explains **why** you're doing what you're doing and the **ultimate good you want to achieve** through your success.
- Think of your vision as the **picture of where you ultimately want your work to lead you.**
- THINK TOMORROW

# Example: Franchise For Good

## Mission

Franchise For Good's *Mission* is to transform lives by scaling and growing nonprofit businesses via a franchise system model and best practices.

Note: the mission defines what we do and how we do it TODAY.

## Vision

Franchise For Good's *Vision* is to impact 1 million people by 2035 through our work supporting nonprofits.

Note: the vision defines your picture of future success in a measurable way. Think big!