## Mission Statement Development Worksheet Wayne Robinson

**Core Values and Beliefs Worksheet** (Core Values and Beliefs + Purpose + Goals = Vision)

Core Values and Beliefs Guiding Principals and Tenets That Are To Be Held Permanent	<b>Importance</b> (1-5) 5 = most
Our Philosophy of Business and Life	' '
How Business Should Be Conducted – Our Role In Society	
L.L. Bean Core Value Example: Sell good merchandise at a reasonable price, treat	
your customers as you would your friends, and business will take care of itself.	

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