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What is “Mission”?



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□ The mission answers the question “What are we doing?”.

🔗 It focuses on current activities and the responsibility of the company to organize the daily business and achieve the overarching vision.



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3 Involving your people in answering the question provides them with clarity on their daily activities and responsibilities and increases their commitment.

4 This ensures that everyone identifies themselves with the mission and that your company distinguishes itself from others.



Impact that matters.

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