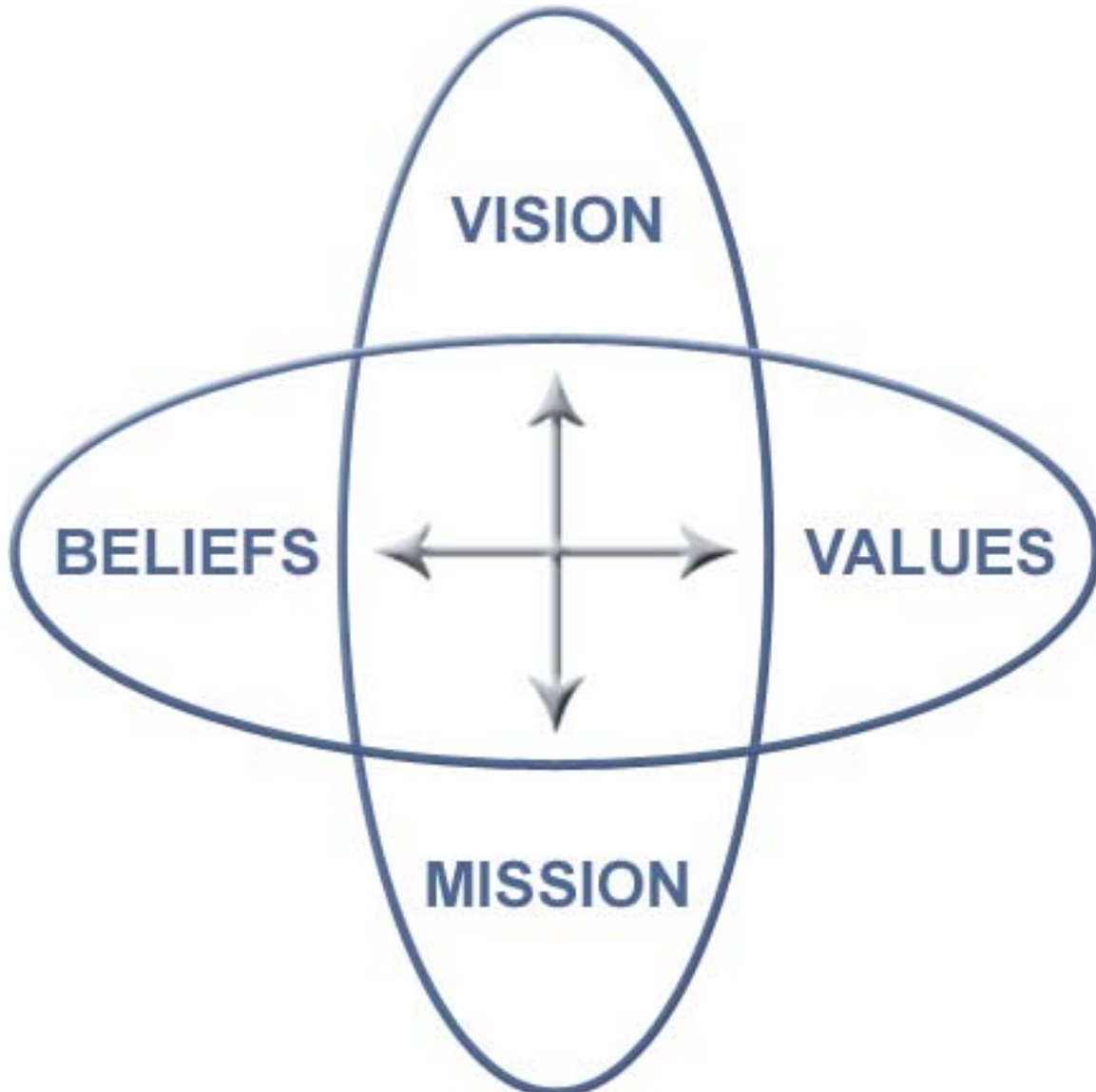


Elements of Culture



Elements of a Purpose Statement

Vision answers the question: "What do we want to create?"

Mission answers the question: "Why do we exist?"

Beliefs answer the question: "What are our basic operating principles?"

Values answer the question: "What are the personal attributes we promote?"