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• Your vision must be known and understood by every single person in the company, completely engage their hearts and minds, and create the hope that you, as their leader, can accomplish it.	
• A great vision asks people to be great.	
• A great vision starts with identifying your company's "high concept."	
• Your company's high concept is found by identifying and prioritizing your values.	
• Your vision statement requires careful wording to be memorable and powerful.	
• The vision for your company is hiding in your heart right now.	
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• The company's mission defines what the company must do to achieve its vision.	
• An effective mission contains three important components - the company's highest values, the company's purpose, and management's ambition.	
• The mission steers your company, governs your management team's decision-making, provides a standard against which you can measure your success, and minimizes the possibility of chasing unrelated business.	
• Individual department missions can lend support to the company's overall mission.	
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Where Are You Taking Us?
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By Steve Meisenheimer

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