

# Mission / Vision / Value (MVV) Statements

## Problem

How to define a company's purpose?

## Difficulty

Some training required

- MVV are foundational elements crucial for startups and mature organizations
- **Mission**: What we do, for whom, and how
- **Vision**: What we aspire to
- **Values**: Principles guiding behavior and decision-making
- MVV are created *after* a SWOT assessment.
- The M, V, and V should
  - be clear and concise
  - give strategic clarity
  - motivate and inspire

- SWOT results
- Stakeholder goals and expectations

## Creating MVV Statements

MVV statements

1. Perform SWOT (strengths, weaknesses, opportunities, and threats) analysis.
2. Obtain organizational purpose and aspirations from key stakeholders
3. Draft mission statement by defining the organization's purpose and primary objectives.
4. Draft vision statement describing the desired future state
5. Identify and articulate core values that will guide organizational behavior and decision-making.
6. Review and refine the statements to ensure clarity, alignment, and inspiration.
7. Communicate the finalized statements widely and integrate them into organizational practices.



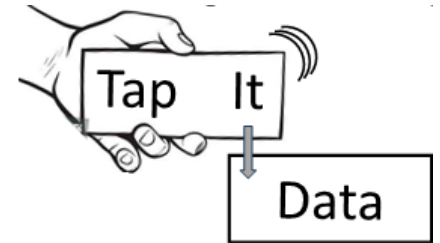
[https://www.freepik.com/free-vector/staff-management-perspective-definition-target-orientation-teamwork-organization-business-coach-company-executive-personnel-cartoon-characters\\_12084748.htm](https://www.freepik.com/free-vector/staff-management-perspective-definition-target-orientation-teamwork-organization-business-coach-company-executive-personnel-cartoon-characters_12084748.htm)

# MVV Statements – Example – TapItData

The 6in6 author obtained US patent #12,284,001 in 2025.

Below is the MVV for commercializing that capability; see [www.tapitdata.com](http://www.tapitdata.com).

(The SWOT is not shown below.)



- **Mission**

- *To have tapping simplify data transfer between devices, making it easier, safer, and faster.*
- **What?** Improve device-to-device data communications.
- **For whom?** All users (i.e., individual and commercial users)
- **How?** Use newly patented technology (i.e., tapping)

- **Vision**

- *For data transfer, replace UIs (user interfaces) with tapping when it improves the user experience.*
- **Aspiration?** Help users by removing complexity.

- **Values** (What guides the company regarding its offerings?)

- **Comprehensive** – Address customer's needs and latent desires (think Amazon)
- **Confidence** – Earn customer trust by superior customer support (think Disney)
- **Privacy** – Data is secure and not sold to third parties (think Apple)
- **Quality** – Products are trusted because SW is robust (think NASA)
- **Security** – Meet high security standards including ISO/IEC 27001:2022 (think Slack).

# MVV Statements – Notes

## Slide 1

1. A company's MVV will evolve as the company, environment, or market changes.
2. If challenged to create a Mission, start with the template: "We help {*who*} with {*what*} using {*solution*} to achieve {*outcome*}.",
3. While we used the ordering MVV, others prefer to start with the future and create VMV (Vision, then Mission).
4. While a Vision should be written as timeless (not time bounded), it is useful to consider it as valid for 5-10 years.
5. While a Mission should be practical, a Vision should be ambitious.
6. Usually, there are no metrics in the MVV.
7. After creating the MVV elements, the next elements to create are the Strategy, Goals, Objectives, and Action Plan. Each flows from the previously constructed elements.
8. The MVV elements should be crisp and not include extraneous information.
9. Visions can be "concept-based" (e.g., something for the world) or "quality-based" (e.g., something for the company).

## Slide 2

1. A well-constructed MVV does not ensure success, it just points in one of many possible directions.

Recommended web sites for additional information

- <https://citizenyard.com/mission-vision-values/> ...
- <https://www.brex.com/journal/vision-statement-examples>