

Business

Mission v/s Vision

Mission

- It defines what you do(Your business)
- It defines the company's objective and its approach to reach those objectives.
- It drives the Company and shapes the culture.
- It defines:-
 - What we Do?
 - How do we work?
 - whom do we work for?

Mission



Tesla: To accelerate the world's transition to sustainable energy.

Vision

- It gives direction to the company.
- It's aspirational and helps in growth of a company.
- It defines the desired future position of the company.
- It defines-
 - What are our future plan?
 - What are our hopes and expectations?

Vision



Microsoft (at its founding): A computer on every desk
and in every home.

Mission v/s Vision

Mission

- It answers Why questions?
- Its Length is short
- Purpose is to inform

Vision

- It answers What questions?
- Length is long
- Purpose is to inspire