

# Example of a company's VISION, MISSION, and VALUES

(Values can be elaborated but it's not a must.)

## EE Vision, Mission, Values

### ▶ VISION

*(aspirational future state)*

Create a world where people are the healthiest versions of themselves.

### ▶ MISSION

*(reason for being)*

Empower people to lead fulfilling lives through improved health, nutrition, and habit change.

### ▶ VALUES

*(beliefs that guide behavior and define culture)*

1. *Passion*: We are driven to make a difference in the lives of our teammates, students, and those they serve.
2. *Excellence*: We hold the highest standards for ourselves, our colleagues, and our programs in order to achieve the best results.
3. *Inclusion*: We are a diverse community that treats others with care, compassion, and respect.
4. *Collaboration*: We believe that teamwork, along with each individual's effort, ensures the success of our students and business.
5. *Fun*: We enjoy working together and celebrating wins, learnings, and student successes.

To reimagine tomorrow we need positive thinking, a strong foothold in reality, and a deep sense of purpose.

Daniel Goleman

