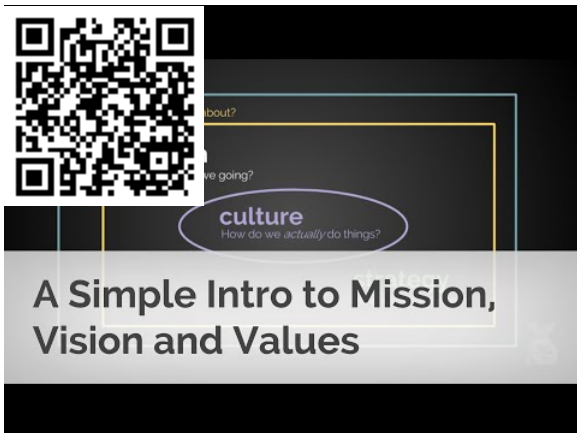
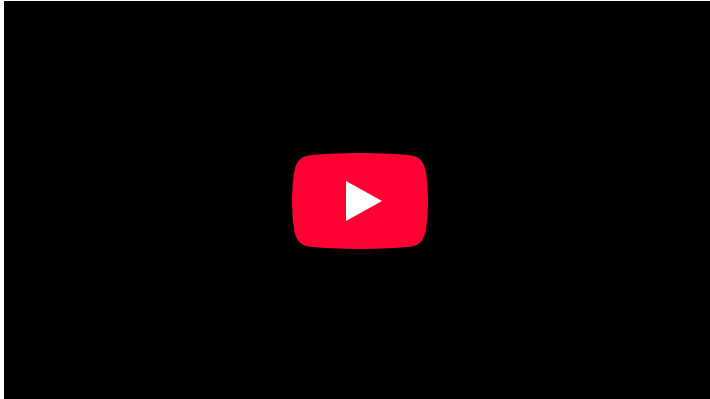


2.4: Vision, Mission, and Values (Video)

Understanding the Purpose of Vision, Mission, and Values

To be successful, organizations need to know where they are headed and devise goals for getting there. Watch the following 3:09 video, which provides context for visualizing the important concepts and how they work together.



2.4: Vision, Mission, and Values (Video) is shared under a [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license and was authored, remixed, and/or curated by Jamie Hammond and Western Technical College.