

## 3.7: Introduction to Mission, Vision, and Values

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### What you'll learn to do: distinguish between mission, vision, and values

You learned earlier that the four main functions of management are planning, organizing, leading, and controlling. Planning is the initial step that guides and informs all the others. It starts with clarity of purpose and goals formalized in the organization's vision, mission, and values statements. These statements are the foundation for all activities in an organization and direct the behaviors of all the people in the organization.

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