

TERM	DEFINITION	MEANINGFUL EXAMPLES
Purpose	<p>Why we choose to exist together, beyond financial gain</p> <p><i>Pressure Test: Is this statement true for both the organization AND myself?</i></p> <p><i>Try starting with ‘We believe ...’</i></p>	<ul style="list-style-type: none"> • TOMS: We believe we can improve people's lives through business • MUJI: We believe in the allure of the natural • Facebook: We believe that connection is a human right • AMEX: We believe it is noble to serve others
Vision	<p>The difference we'll create in our customers' lives or the larger world when we ultimately realize our Purpose</p> <p><i>Pressure Test: Will this inspire people both inside and outside the company?</i></p> <p><i>Try starting with ‘We will ...’</i></p>	<ul style="list-style-type: none"> • Tesla: We will accelerate the advent of sustainable transportation • Airbnb: We will help you belong anywhere • GoldieBlox: We will correct the gender imbalance in engineering • Uber: We will change the way the world moves • AMEX: We will become a company that cares and supports our own people like no other
Mission	<p>An ambitious yet achievable position in our market or in our customers' lives that recognizes our Purpose</p> <p><i>Pressure Test: Does this make explicit what business we're actually in?</i></p> <p><i>Try starting with ‘Be the most ...’</i></p>	<ul style="list-style-type: none"> • Tesla: Be the most compelling car company of the 21st century • Toyota: Be the most successful and respected car company in America • Amazon: Be Earth's most customer-centric company • Nordstrom: Give customers the most compelling shopping experience possible • AMEX: To become the world's most respected service brand
Values	<p>The principles and values that will accelerate our progress together</p> <p><i>Pressure Test: Are there few enough to remember and are they written in our own voice?</i></p> <p><i>Try starting with a verb</i></p>	<ul style="list-style-type: none"> • Zappos: Deliver WOW Through Service • R/GA: Never Stop Looking Ahead • Hubspot: Obsess over customers, not competitors • Coca Cola: Be committed in heart and mind • AMEX: Develop relationships that make a positive difference
Measures	<p>Things that we can observe that indicate progress, forward or backward</p> <p><i>Pressure Test: Are these specific, measurable, and outcome focused?</i></p> <p><i>Try starting by challenging what your competitors would measure</i></p>	<ul style="list-style-type: none"> • Tesla: The adoption of its open source charging tech • Zappos: How many times they can make a customer say ‘Wow’ • AMEX: Measure Net Promoter Score, not how quickly a service call is terminated

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Source: <https://academy.nobl.io/how-to-define-your-purpose-vision-mission-values-and-key-measures/>