



Vision and Mission Statement

➤ Vision :

Describes the organization's desired future state, including its long-term growth and impact on the world. An effective vision statement inspires the team by showing them how success will look and feel.

➤ Mission :

Defines the organization's business, who it serves, what it does, and how it will achieve its objectives. A mission statement describes **what the organization does in the present, including what it does, how it does it, and why it does it.**

