



Rev1 Entrepreneur Toolkit:

TEAM

Crafting Your Startup's Vision and Values

Breakout: Your Company's Eulogy

Step One:

It is ten years from today. Your company has just been bought, sold, or closed. What would you want the eulogy to sound like from your employees?

What sort of company culture did they enjoy?

What made it a unique, challenging and fun place to work?

How did you reshape the world for your customers, your users, your employees, your investors, or other stakeholders?



For an example of how to express your mission, vision, and values, take a look at this **blog post** on building a culture that lasts by the VP of Operations at Patreon. We especially like how Patreon connects its values with tangible, experiential ways to exhibit their culture every day. And they connect their culture directly to the success of both their customers and the business.



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Step Two: Your Vision Statement

Look at the ways in which you reshaped the world. Combine these into one vision statement. It should be up to 3-4 sentences long, embody the passion and emotion at the heart of your startup, and paint a graphic picture of the business you want. For more tips on how to write your vision statement, see [this article](#) by Business News Daily.

Vision Statement

Step Three:

Summarize up to 5-7 values you can take away from the exercise above. Define those values in your own words. Your definitions should both describe your values, and state how you live them.

Value	Definition



Intarcia's Therapeutics' vision and values are clearly stated in **this short video** by the company's CEO.



Your vision and your values, along with the mission statement you created in the Start With Why tool, define your company culture.