Questionnaire to create mission, vision

* Why do you want this business
* What is the business meant to do for you personally
* What is this business meant to do for you professionally
* What is the intention of the business to the public, consumer
* What is the your intention for making this business
* What is it that you hope the business can accomplish for you personally
* What is it that you hope the business can accomplish for you professionally
* What is the reason to start the business now
* What is it you want the business to do for the industry
* What is it you want the business to do for consumers
* How do you want your business perceived by others in the industry
* How do you want your business perceived by consumers
* What values do you hold personally
* What values do you wish you held more prominently
* What values do you wish you had that you don’t feel you do hold well
* What do you feel makes a moral business
* What do you feel makes an ethical business
* What do you feel makes a good employee
* What values makes a good employee
* What values do you want a company you work for to have
* What is your fantasy that this business will become
* What do you fantasize this business to do for consumers
* What do you fantasize this business will represent in the industry
* When you think of your business, what images come to mind
* When you think of your business, what thoughts come to mind
* When you think of your business, what words come to mind
* How would you describe you business in one sentence
* What one word would you use to describe your business
* What energy do you feel your business should have – serious, fun, relaxed, conservative, etc
* What object would you say best represents the service your business provides
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