

Creed

- A set of fundamental beliefs or principles
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Mission Statement

- States the purpose or goal of an individual, business, or organization
- Builds a common language
- Instills a sense of pride and honor
- Should inspire motivate and challenge
- Sets a tone of purpose and integrity that helps to develop unity among the members of the group
- State the goals and what will be done to accomplish the goals
- Includes powerful affirmations