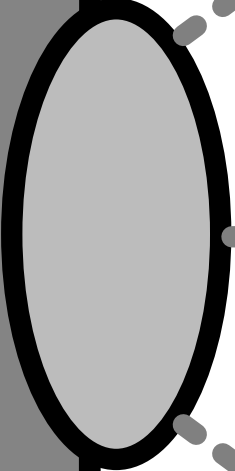


**Values**  
What is most important to you?  
What do you and your stakeholders care about?

**Purpose**  
What is the reason why your company / your project exists?

**Mission**  
What do you want to achieve within the next x years?



**Vision**  
How do you depict your desired future world? Provide a vivid description.

**UXBerlin**  
Innovation Consulting