



**GUIDING
PRINCIPLES**

LEVEL ONE



**BUSINESS
MODEL**



**BUSINESS
STRATEGY**

Who you are.

WHAT IS THIS?

Draw out and define your Core Values, Mission and Vision statements – the Fabric of a company. Guiding Principles model the culture your company should embody. Give your employees a sense of purpose and direction, enabling business decisions that align with what you want for your company.

In addition to developing a document you can refer back to, we'll teach you how to integrate your Guiding Principles into your business practices and get your team on board so everyone at your company can live up to WHO YOU ARE!

WHAT'S INCLUDED?

- **Brainstorming Session**
- **Refinement Session**
- **Launch Session**
- **Core Values Defined or Refined**
- **Core Values Meanings Defined**
- **Mission Statement Defined**
- **Vision Statement Defined**
- **Delivery**
- **“Guiding Principles” Badge**
- **Annual Membership to the Fabric Community**
(coming soon)