**BRAND SHEET**

Mission:

Attributes:

Principle:

15 year vision:

10 year vision:

5 year vision:

3 year vision:

1 year vision:

Questions to ask when making a decision:

*Thank you to Life in Long Creek for this resource!*

**BRAND SHEET** - *Completed sample*

Mission: Create space for people to experience community.

Attributes: Honesty, Humility, Grace, and Respect

Primary Principle: when increasing capacity (80%) look to diversify.

Focus on quality.

Corporate Structure:

15 year vision: Provide funding and resource bank for other communities to learn how to experience community on a deeper level.

10 year vision: Trey: Multiple business units with individual majority owners with an administrative co (LiLC) retaining partial ownership and using profits to expand community oriented businesses. Also utilizing the non profit arm to help local food products make it into local homes through production, processing and distribution.

5 year vision: Utilize the non profit in helping people own their own property and homes along with running their own or managing efficient businesses.

3 year vision: Develop a non profit administrative/community service arm for Life in LC as well as having community members heavily involved in current business operations as managers or owners.

1 year vision: Get the current business efficient financially and operationally with strong employees while pursuing growth opportunities.

Questions to ask when making a decision:

* Does this align with the mission?
* Does it help an individual or individuals in this community?
* Will it help increase collective profits or be worth a loss for the benefit of the community or individuals in the community?
* Does LiLC and employees have the capacity to take on this project or idea?
* Would this overwhelm the capacity of our people, place or products?
* Is this project more tourist focused or community focused? (We are looking for a balance amongst products)
* Is now the time or is later better?
* Does this promote a stewardship mentality? Stewardship is defined as treating all people and property with respect and gratitude.

*Thank you to Life in Long Creek for this resource!*