

PEOPLE FIRST,

CORE VALUES: A FUNDAMENTAL SET OF VALUES THAT DRIVE A BUSINESS.

INTRINSIC PURPOSE: A STATEMENT BASED ON A COMPANY'S CORE VALUES THAT CLEARLY DEFINES THE WHAT, WHO AND WHY OF A BUSINESS AS WELL AS THE GOALS OF ITS EXISTENCE.

SWOT ANALYSIS: AN INTERNAL ANALYSIS OF A COMPANY'S STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS IN THE CONTEXT OF THE CURRENT MARKETPLACE.

#foundation