

# Postcard Summary

## Aligning Your Products to Your Mission

### *Crafting the Mission and Vision Statement*

Aligning your products or services to your values ensures that all resources are directed towards making a positive impact and helps build trust and credibility.



Identify your **values** and think through your **theory of change**.



Design, prioritize, and align your offering **based on your goals** and **remove inconsistencies and misalignments**.



**Differentiate** your offering from the others in the market.

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