

**CMV** is an approach to goals that ensures your intentions are well-defined by looking at them from three separate perspectives. **CMV** stands for **Credo**, **Mission**, and **Vision**. These are terms you may have heard associated with businesses or brands, but they're valuable tools for professional, personal, and creative goals, as well. To understand **CMV**, see pages 17 through 22 in **Foundations of Execution**.

**Prerequisites:** Before continuing, make sure you understand **Personal Culture** and your personal definitions of **Foundational Wealth**. From there, you can use the below worksheet to define **CMVs** for any ambitious or complex goal/undertaking you explore.

## CMV

### Credo

Beliefs about what's valuable, important, or desirable (relating to your goal)

### Mission

Your **Mission** is an actionable manifestation of your **Credo**

### Vision

An ideal future state (framed within the scope of your influence) — though not necessarily an *end* state — which would be possible only if your **Mission** was successful