



## 'The Big Picture' – Mission Statement

### **Values**

- Daring to Dream – like no other...
- Learning by making mistakes
- Acceptance of others and their view of life
- Sharing the world
- Total and utter freedom

### **Purpose**

To motivate and inspire all of the young people across the world to achieve their own personal success.

Become the dominant player across the world motivating and driving young people to horizons they previously only dreamt of.

### **The Vivid Description**

We will transform the lives and minds of young people across the world motivating them and teaching them techniques to help them help themselves. Their success will be measured in terms of their financial, physical and mental wellbeing so that they are positive in their outlook whilst remaining relaxed and happy.

As a result of 'The Big Picture' their dream will become reality, their direction positive, their efforts will be rewarded and their journey one of legend. Everybody of whatever background and demographic will be able to share in 'The Big Picture' and find something to move them forward in their life.