

Proposed Mission & Vision statements for LESI

For discussion and possible vote at the 2024 IMDM in Madrid, Spain

LESI Mission (Proposed) – “What we do / Why we exist”

⇒ *To enable a global, collaborative and generous community, advancing the commercialization of intellectual assets to bring creativity and innovation to the market, improving lives everywhere.*

LESI Vision (Proposed) – “What we want to achieve”

⇒ *LESI is the "go-to" global community for professionals commercializing intellectual assets across industries. We connect people: local to global, industries and expertise, creativity and innovation. We create opportunities.*



Working Version:
April 3, 2024

DRAFT

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A mission statement is a brief description of the overarching meaning of the organization. A mission statement does not explain what a company does or how it does it. It attempts to succinctly explain why a company exists and what its purpose is.

A vision statement describes what an organization desires to achieve in the long-run (generally in a time frame of five to ten years, or sometimes even longer). It depicts a vision of what the company will look like in the future and sets a defined direction for the planning and execution of corporate-level strategies

An Action Plan is a specific list of tasks in order to achieve a particular goal. It can be regarded as a proposed strategy to execute a specific project to achieve a specific or general goal effectively and efficiently. It outlines steps to take and helps stay focused and organized.

