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| Joint Over-arching Vision | Argyll and Bute's Economic Success is built on a growing population | | | | | | |
| Council Mission | Making Argyll and Bute a place people choose to Live, Learn, Work and do Business | | | | | | |
| | Choose Argyll, Love Argyll | | | | | | |
| | A Place people choose to Live | | | A Place people choose to Learn | A Place people choose to Work and Do Business | | Getting It Right |
| Corporate Outcomes | People live active healthier and independent lives | People will live in safer and stronger communities | Children and young people have the best possible start | Education, Skills and training maximise opportunities for all | Our economy is diverse and thriving | We have an infrastructure that supports sustainable growth | |
| Business Outcomes | We Ensure Information And Support Is Available For Everyone | Our Communities Are Protected And Supported | Our Looked After Young People Are Supported By Effective Corporate Parenting | All Our Children And Young People Are Supported To Realise Their Potential. | We Support Businesses, Employment And Development Opportunities | Our Infrastructure Is Safe And Fit For The Future | We Are Efficient And Cost Effective |
| | We Provide Support, Prevention And Opportunities To Help People Make Better Lifestyle Choices | Our Natural And Built Environment Is Protected And Respected | The Support And Lifestyle Needs Of Our Children, Young People, And Their Families Are Met. | All Our Adults Are Supported To Realise Their Potential | We Influence And Engage With Businesses and Policy Makers | Our Communities Are Cleaner And Greener | We Engage And Work With Our Customers, Staff And Partners |
| | We Enable A Choice Of Suitable Housing Options | | | | Argyll & Bute Is Promoted To Everyone | | We Encourage Creativity And Innovation To Ensure Our Workforce Is Fit For The Future |
| CROSS-CUTTING | Socio-Economic Duty, Equalities, Gaelic | | | | | | |
| OUR VALUES | <p align="center">Caring, Committed, Collaborative & Creative Cùramach, Dealasach, Cruthachail agus Com-pàirteach</p> | | | | | | |