

MISSION AND VISION STATEMENTS

A **Mission Statement** - defines the company's business, its objectives and its approach to reach those objectives.

A **Vision Statement** - describes the desired future position of the company.

Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals and values. However, sometimes the two terms are used interchangeably.

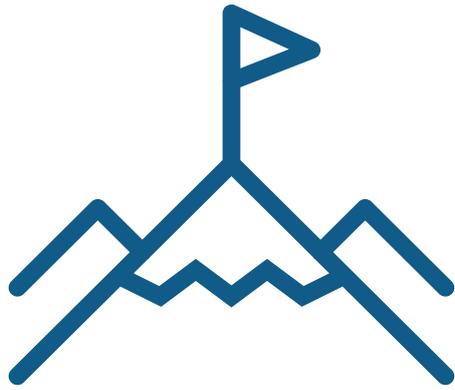
HOW IT WORKS

How Mission and Vision Work.

Typically, business owners are the ones who write their business Mission and Vision Statements.

In general, its purpose is to clearly identify the culture, values, strategy and view of the future. It can also address the commitment the firm has to its customers, employees, shareholders and community and ensure that the objectives are measurable, the approach is actionable and the vision is achievable.

It can also serve a way to communicate the message in clear, simple and precise language and develop buy-in and support throughout the organisation/business.



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COMPARISON

What is the difference between a vision and a mission?

A **vision statement** focuses on tomorrow and what an organization wants to ultimately become

A **mission statement** focuses on today and what an organization does to achieve it. Both are vital in directing goals.

Both are vital in directing goals. While businesses commonly use mission and vision statements interchangeably, it's important to have both. One doesn't work without the other, because having purpose and meaning are critical for any business.



MISSION STATEMENT

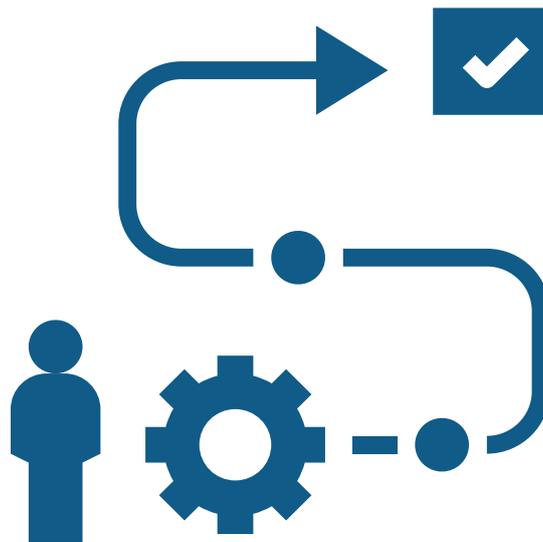
Your mission statement drives the company. It is what you do/the core of the business, and from it come the objectives and finally, what it takes to reach those objectives. It also shapes your company's culture.

Mission statement questions look like:

- What do we do?
- Who do we serve?
- How do we serve them?

This trickle-down effect of a mission statement confirms its value at any company. Just by its definition, you can quickly see how a solid mission motivates a team to advance toward a common goal, because they started at the same place and they are working together to reach the same end-goal.

On the other hand, a weak mission — or no mission at all — can have the opposite effect.



VISION STATEMENT

Your vision statement gives the company direction. It is the future of the business, which then provides the purpose or it's WHY.

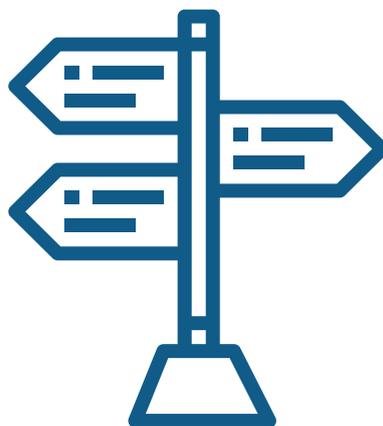
The vision statement is about what you want to become. It's aspirational.

Vision statement questions look like:

- What are our hopes and dreams?
- What problem are we solving for the greater good?
- Who and what are we inspiring to change?

The vision statement promotes growth, both internally and externally. A strong vision helps teams focus on what matters the most for their company. It also invites innovation. A purpose-driven company envisions success as a whole, because they know what success means for their company.

On the flip side, a lack of vision is a road to nowhere for a business. Imagine this: stagnation, outdated processes, moving without purpose, feeling uninspired. Can a company even survive without a clear vision?



Below are some general values that business can look at to see if these resonate with how they are or want to aspire to. A fair few of my clients struggle to put these together which is why I thought we should give them something to get them started.

Our Values in this business

This is what we stand for as a business

Customer commitment

We develop relationships that make a positive difference in our customers lives

Quality

We provide outstanding products and unsurpassed service that together deliver premium value to our customers

Integrity

We uphold the highest level of integrity in all our actions

Teamwork

We work together across all boundaries to meet the needs of our customers and to help the company win - win in all areas

Respect for people

We value our people encourage their development and reward their performance

Good citizenship

We are good citizens in the community in which we work

A will to win

We exhibit a strong will to win in the marketplace and in every aspect of our business

Personal accountability

We are personally accountable for delivering on our commitments