



COLLABORATION . DIRECTION . GROWTH

CREATING A VISION AND MISSION STATEMENT FOR YOUR BUSINESS

Vision Statements and Mission Statements are the inspiring words chosen by successful leaders to clearly and concisely convey the direction of the organization. By crafting a clear mission statement and vision statement, you can powerfully communicate your intentions and motivate your team or organization to realize an attractive and inspiring common vision of the future.

Albert Einstein said, "*Imagination is more powerful than knowledge.*" I believe this is true in many respects because while knowledge allows you to see things as they are, imagination allows you to see things as they *could* be.

If you do a good job on negotiating, clarifying and articulating your Vision, Mission, Values (VMV) and Goals, you will find that those simple steps make a material difference to your own and to your business's performance.

THE SHEER NECESSITY OF HAVING A VISION & SHARING IT

A vision statement is your ticket to success. A photograph in words of your company's future, it provides the inspiration for both your daily operations and your strategic decisions.

Without a Vision statement, effective business planning would be impossible; it's the Vision statement that provides the destination for the journey, and without a destination, how can you plan the route?

If you have a Vision for your business, now is the time to take it down from the wall, slip it out of the glass, and ask yourself whether it's still valid. I suspect that if you have been thinking about it and talking about it with your team during the year, you will be ready to tweak it ever so slightly to make it perfect.

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If you don't yet have a Vision written out and known to all, then sit down now and do one! It's *that* important, and you're going to be amazed at the effect a well-thought-through and *articulated* Vision (you have to talk about it) can have in terms of aligning the activities and priorities of everyone on your team.

Working Out Your Mission Statement

PROGRAMMING YOURSELF FOR SUCCESS

Your mission statement is always written in the present tense, as though you have already become the person that you have described. It is always positive rather than negative. And it is always personal.

PROGRAM YOURSELF CORRECTLY

Your subconscious mind can only accept your mission statement as a set of commands when you phrase it in the present, positive and personal tenses. "I am an exceptional salesperson," is a perfect example. After every sales call, you should quickly reread your mission statement and ask yourself if your recent behavior was more like the person you want to be, or less? As a top sales performer, you are always comparing your sales activities against a high standard and adjusting your activities upward. You're continually striving to be better. Every day in every way, you are deliberately working to become more like the ideal person you have envisioned.

DETERMINE YOUR MISSION STATEMENT

Your goal is that, a year from today, when one of your customers has lunch with one of your prospects, and your prospect asks your customer to describe you in detail as a salesperson, your customer will recite your business mission statement voluntarily. The way you have treated your customer will have been so exemplary that your customer will describe you in the most glowing of terms.

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COMPARE YOURSELF AGAINST YOURSELF

Once you have developed a mission statement like this, you can read it, review it, edit it, and upgrade it regularly. You can add additional qualities to it and more clearly define the qualities you've already listed. It becomes your personal credo, your philosophy of life, your statement of beliefs and a guide to your behavior in all your interactions with others. Each day, you can evaluate your behaviors and compare them against the standard that you have set in this statement.

SHAPE YOUR OWN PERSONALITY

Over time, a remarkable thing will happen. As you read and review your personal mission statement, you will find yourself, almost unconsciously, shaping your words and conforming your behaviors so that you are more and more like the ideal person you have defined. People will notice the change in you almost immediately. Over time, you will find that you are actually creating within yourself the kind of character and personality that you most admire in others. You will have become the molder and the shaper of your own personal destiny. After you have applied the ABC Method to your list, you will now be completely organized and ready to get more important things done faster.

If you think of your Vision as "where we want to arrive", you can think of your Mission Statement as "the path you will use to attain your Vision".

As such, it needs to be a clear promise to yourself, your team and your Customers about what products and services you will provide, and how you will provide them, so as to achieve your Vision.

Your business Mission Statement is like a compass that will keep you on track on your business journey. Whenever "New Opportunities" distract you can test it against your mission to see if it fits. While it is OK to change your mission statement from time to time if you change it too often it is not a mission it is a whim.

WHAT A MISSION STATEMENT GIVES YOU IS COMMITMENT

Steps you should consider to take to construct your mission are:

- ◆ It must be aligned with your values
- ◆ Values you hold for your business can be included in the statement
- ◆ What is it you do or provide?
- ◆ What makes you different
- ◆ How will you treat yourself and your customers?
- ◆ For what purpose are you in business? Why did you start your business?
- ◆ Include that you are here to make a profit and why?
- ◆ Who is to benefit from your service?

The mission statement can be written in any form i.e.: in paragraph form 1,2 or 3 paragraphs or in bullet points.

MISSION STATEMENT CREATION

1. To create your mission statement, first identify your organization's "winning idea".
This is the idea or approach that will make your organization stand out from its competitors, and is the reason that customers will come to you and not your competitors (see below, "Why Did You Start Your Business?").
2. Next identify the key measures of your success. Make sure you choose the most important measures (and not too many of them!)
3. Combine your winning idea and success measures into a tangible and measurable goal.
4. Refine the words until you have a concise and precise statement of your mission, which expresses your ideas, measures and desired result.

To give examples;

If your values are integrity, honesty and commitment then your business should operate under these values as well. When your values are aligned in



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business it is easier to make business decisions regarding the future of your business and steps you may consider.

If you are a specialist service provider then mention it. "We provide specialist natural therapies for the benefit of our clients future.

We intend at all times to behave in a fair and reasonable manner to ensure we are true to our values.

We want to ensure our companies profitability in order to ensure our long term growth and support for our clients."

WHY DID YOU START YOUR BUSINESS?

Example: We are in business for the benefit of women seeking solutions and learn skills and tools to help them move forward into the future successfully and for the benefit of ourselves and our employees so all may learn and grow mutually from the relationships with our clients.

MISSION STATEMENT WORKSHEET

TO DEVELOP AN EFFECTIVE MISSION STATEMENT, ASK YOURSELF THESE QUESTIONS

1) WHY DOES MY COMPANY EXIST? WHO DO WE SERVE? WHAT IS OUR PURPOSE?

2) WHAT ARE OUR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS?

3) CONSIDERING THE ABOVE, ALONG WITH OUR EXPERTISE AND RESOURCES, WHAT BUSINESS SHOULD WE BE IN?

4) WHAT IS IMPORTANT TO US? WHAT DO WE STAND FOR?

5) NOW THAT YOU'VE ANSWERED THOSE QUESTIONS, YOU ARE READY TO WRITE YOUR OWN MISSION STATEMENT. USE THE AREA BELOW.

What is a Vision?

A Vision is a clear statement of what you want your business to become - the "Picture of Perfection" of how it could or will be.

Your Vision Statement should be:

- A single sentence
- Understandable to a 12 year old, and
- Recallable at gunpoint

VISION STATEMENT CREATION

1. First identify your organization's mission. Then uncover the real, human value in that mission.
2. Next, identify what you, your customers and other stakeholders will value most about how your organization will achieve this mission. Distil these into the values that your organization has or should have.
3. Combine your mission and values, and polish the words until you have a vision statement inspiring enough to energize and motivate people inside and outside your organization.