
Your Mission & Vision Statements

Many small businesses exist without any clear direction or goal. The scenario I see time and time again is a business that started with the simple aim of just earning a salary for the directors.

That kind of thinking may get you to the goal of your salary but what it creates is a job for the directors, not a business. The kicker is that often that “job” ends up being more stressful and less rewarding than the job they left to start their own business.

Writing a mission statement will provide the foundation for the direction of your business. It will give you the chance to add some clarity to your business and allow to picture a world where your business is successful and you’re enjoying the rewards of that success.

Writing these statements may take time - you may need to lock you (and your senior team) away for a day to write these. They may look simple but you’ll find they’re anything but.

The Vision Statement

When writing your vision for the business, try to imagine what your business will look like in 10 years time if it achieves all your strategic goals. The vision statement is meant to be inspirational and aspirational. It’s used as a motivational tool for you, your employees, your investors, and customers, creating a mental image of where the business is heading.

The Mission Statement

The mission statement supports the vision statement for the business. It describes the purpose, the reason why your business exists.

It should be short, punchy and direct. If you’re looking for some inspiration, try these examples from well known brands...

<http://www.unum.co.uk/hr/the-24-most-inspirational-company-mission-statements>

Your Vision Statement

Your Mission Statement