

MISSION STATEMENT



A Mission Statement talks about **HOW** you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values.

What do we do?
What makes us different?

VISION STATEMENT



A Vision Statement outlines **WHERE** you want to be. Communicates both the purpose and values of your business.

Where do we aim to be?



MISSION STATEMENT



What's wrong with the world and what is your plan to fix it.

In a well-established company, the **Vision Statement is often led by the mission**, which was already accomplished, and by strategic future plans.

Which comes first?

VISION STATEMENT



What the world will look like after you've finished changing it.

For any new start-up, **formulate the vision statement first** and it will guide the mission statement and the rest of the strategic plan.





Mission Worksheet

QUESTIONS	ANSWERS
Why do we exist, what makes us different?	
What do we do now?	
For whom do we do it?	
What is the benefit?	
Which goals do we have?	
How will we get where we want to be?	

NEEDS OF A MISSION STATEMENT

- should be clear and simple
- should avoid elaborate language
- should be easily explained by others
- should not be confused with a vision statement
- should be recognizably yours



Vision Worksheet

QUESTIONS	ANSWERS
Where do we want to be in the future?	
What needs to be changed?	
Why should issues be addressed?	
What are our strengths and advantages?	
What is our dream end-state?	
What would success look like?	

NEEDS OF A VISION STATEMENT

- should be clear and simple
- should avoid elaborate language
- should be easily explained by those involved
- should not be confused with a mission statement

