

Your Company's Mission and Vision



Focus on your Outcome

Every great leader starts by defining the culture of his or her team. The culture is determined by spending time thinking about the mission, vision and values of the organization. **Every leader must make time to do this!**

The *Vision* is the “Strategic Intent” of the business owner or senior management – it should be considered the ultimate goal. It captures the essence of success, is stable over time and is deeply motivating to the organization at all levels.

The *Mission* is a realistic, credible, and attractive description of your ideal organization. It is a carefully formulated statement of intentions that defines why the business exists, how the business will maintain and increase its competitive advantage, and how the business will treat the other businesses and people that it comes in contact with.

Your *Uniqueness* is what makes you different from everyone else, and is often used as a slogan. It is the point of difference that you want to shout from the rooftops for all to hear and, once you “own” it – is associated with you whenever others hear your name.

The *Culture* are the “rules” of the Game, and clearly demonstrate to everyone in your organization the core and fundamental values that they are to bring to the other employees, ownership, customers, vendors and everyone else that they will come in contact with while working for your business.

The right Mission, Vision, Uniqueness, and Points of Culture - when combined are so powerful that they can literally jumpstart the future of an organization. Creating a laser-like focus and calling forth energies, talents and resources makes great things happen. They attract commitment and energize people by providing a significant challenge worthy of their very best efforts.

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Take a moment to answer the following questions:

1. What does your product or service **do** for your clients/customers? (Note: This is not what you do to provide it – but what it does for them. How does it fill their need, alleviate their pain, or help to move them toward their goals?)

2. **Who** do you provide your product or service to? Be specific. (For example: Geography, Age, Gender, Income Level, etc.)

3. What is the **driving force** behind your business and how it positions itself in the marketplace? Prioritize the following:

- Product Mix _____
- Market Served (filling certain needs) _____
- Cutting Edge Technology _____
- Low Cost _____
- Operations Capability (eg Fast Delivery) _____
- Method of Distribution (Internet? Face-to-Face? Etc.) _____
- Profit _____
- Other _____
- Other _____
- Other _____

**Once finished, check the three MOST IMPORTANT according to your prioritization.*

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4. How do you or will you differentiate yourself from your competitors in the **delivery** of your product or service? (For example: Technology driven (“web based HR department”); Marketing (“low-cost provider”, “innovative solutions”, etc.); Production/Distribution (partner relationship, ease of delivery, warehousing))

5. Describe the kind of relationships you wish to have with:

- Your customers _____

- Your suppliers _____

- Your shareholders _____

- Your competitors _____

- Your community _____

- Your employees _____

6. The newspaper honours your company as “Company of the Year”. In an article they highlight your: _____

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7. Your services are meeting what *critical need* in the:

- Community _____

- Market Place _____

- Region _____

- World _____

8. You have changed the history of (*tick all that apply to your Mission*):

- ___ The community
- ___ The marketplace
- ___ The region
- ___ The world
- ___ Other _____

9. You have done this by _____

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13. Create your Values

Now that you have created your Mission, you need to also spell out and define the values of your organization. The values let every team member know what is most important in terms of their thoughts and behaviours. The behaviours are the fundamental determinants of your company's brand. The values also define what behaviours will not be tolerated – and of course what the brand does not represent.

Take a moment to answer the following questions:

1. In order to fulfil our Mission, what are the most important characteristics each team member must have?
2. What must we as an organization focus on to be our very best?
3. What qualities must we look for in the people we hire? Which qualities do you want each team member to value the most?
4. What are the characteristics that would conflict with the organization as it fulfils the Mission?

Once these have been gone through individually they can be shared and a common view derived and agreed of the company's values.