

Consulting

MISSION AND VISION STATEMENTS

Description

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.

Methodology

Typically, the owner will write the company's overall Mission and Vision Statements. Managers, staff and valued Agents may also contribute. The development process requires those involved to:

- Clearly identify the company culture, values, strategy and view of the future by interviewing employees, agents, suppliers and customers
- Address the commitment the company has to its key stakeholders, including customers, employees, agents, and communities
- Ensure that the objectives are measurable, the approach is actionable and the vision is achievable
- Communicate the message in clear, simple and precise language
- Develop buy-in and support throughout the company

Common Uses

Mission and Vision Statements are commonly used to:

Internally

- Guide management's thinking on strategic issues, especially during times of significant change
- Help define performance standards
- Inspire employees and agents to work more productively by providing focus and common goals
- Guide employee decision-making
- Help establish a framework for ethical behavior

Externally

- Enlist external support
- Create closer linkages and better communication with customers, suppliers and alliance partners
- Serve as a public relations tool

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Sharing

Recommendations on where to display the Mission and Vision Statements:

- Office Window
- Reception / Lobby area
- Stationery
- Website
- Business cards (back of card)
- Listing presentation
- Promotional material
- Marketing campaigns
- Stenciled attractively on Office Wall (viewable by public)

Resources

[17 Truly Inspiring Company Vision and Mission Statement Examples](#)
[How to Write a Vision Statement](#)
[Best Examples of Strong Company Vision Statements](#)
[Best Mission Statements: 12 Examples You Need to See](#)