



Mission, Vision, and Core Values

Mission Statement: This is what your company actually does. It should be short and easy to memorize. A lot of companies get this wrong and end up using big fancy words that don't tell us anything. Your mission statement should also be specific enough that people understand what you do and how it may differ from your competitors.

So for example:

- Public Broadcasting System (PBS): To create content that educates, informs and inspires.
- Google: To organize the world's information and make it universally accessible and useful
- Make-A-Wish: We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.

Vision Statement: This is what your company aspires to be; which can be much different than what a company is (mission statement). When done right, your vision statement can and should help drive decisions and goals in your company. Sometimes it is best to think about a 10 year goal, and actually put numbers into the Vision statement to understand the vision more clearly.

Here are some examples of some good vision statements:

- Ford: To become the world's leading Consumer Company for automotive products and services.
- Avon: To be the company that best understands and satisfies the product, service and self-fulfillment needs of women—globally.

Core Values: Core values are what support the vision, shape the culture, and reflect what your company values. They are your company's principles, beliefs, or philosophy of values. Try limiting your core values to 3 to 7. Once you get beyond this it's hard for your employees to remember. Remember to keep them simple, and make sure these core values are used in your recruitment process, your on-boarding process, and accountability agreements. Here's a list of examples:

- Have each other's backs
- Demonstrate passion
- Bring high energy

Great books to refer to: Traction by Gino Wickman, Start with Why by Simon Sinek