



Creating a great mission statement

Top Tips

A mission statement is a concise description of a company's fundamental purpose—why it exists, what it hopes to achieve, and how it serves its target audience. It's more than just words; it serves as a guiding light for a business, providing direction for strategic decisions and daily operations alike. A well-crafted mission

statement can inspire both employees and customers, encapsulating the essence of the company's values and aspirations.

For entrepreneurs, a compelling mission statement is instrumental in setting the tone and direction for the business. It provides a strong foundation upon which to build your brand identity and value proposition. A good mission statement not only helps in internal alignment but also in attracting like-minded investors, partners, and customers. It serves as a touchstone for evaluating opportunities and ensures that you and your team remain focused on what really matters.

Consider these options

- **Audience Focus:** Clearly identify your target audience in your mission statement. Show how you plan to serve them and meet their needs.
- **Core Values:** Integrate your company's core values into the mission statement. This will help internally align your team and externally connect with your audience.
- **Specificity:** Be specific and avoid jargon. Your mission should be understandable to anyone, even those outside your industry.
- **Action-Oriented:** Use action verbs to describe what your business does, creating a dynamic and compelling statement.
- **Brevity:** Keep it short but impactful. A long, convoluted mission statement will lose people's attention.
- **Differentiation:** Highlight what sets you apart from competitors. Make your unique value proposition evident.
- **Flexibility:** While your mission is foundational, it should also be flexible enough to allow for growth and adaptation.
- **Internal Review:** Solicit feedback from team members to ensure the mission resonates with those who will be responsible for implementing it.
- **External Validation:** Test the mission statement with a small group of trusted customers or stakeholders to gauge its effectiveness.
- **Visual Elements:** Consider accompanying your mission statement with visuals like infographics or videos for broader impact.
- **Revisit and Revise:** Periodically revisit your mission statement, especially during major company milestones or market shifts, to ensure it remains relevant.

