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## *Module 15, Lesson 3 Handout:*

### **Mission and Vision Statements**

You may recall we covered how to write your mission statement in TNS Level 1, and we're going to revisit it as a refresher but also as a check-in in case you need to spend more time perfecting it. After all, your mission statement is the very reason you are going into business, so it's imperative that you feel 100% confident in what you craft. And your vision statement describes how you want to impact your community or the world as a result of your success, so it, too, deserves a spotlight as you create and perfect your brand.

#### **Mission Statements**

A mission statement is a high level summary of your business goals and purpose, and how you will achieve them. It should convey who your target is, what product or service you are providing them, and what makes your brand or product unique and valuable - in other words, why a customer should buy. It should be short and sweet - avoid writing a novel! And remember, as your brand grows and evolves and reaches its goals, the mission statement will also evolve. If your company is successful, you will need to revise your mission statement to reflect your new focus as previous goals are met.

**Here are the mission statements of some brands you may already know, for reference and/or inspiration:**

- Nutritious Life: We meet people where they are and aim to take their nutrition up a notch.
- LinkedIn: To connect the world's professionals to make them more productive and successful.
- Google: To organize the world's information and make it universally accessible and useful.
- Amazon: We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.
- Tesla: To accelerate the world's transition to sustainable energy.
- Uber: Uber's mission is to bring transportation — for everyone, everywhere.
- Ikea: Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

## Level 1 Refresher - Tips for writing a mission statement:

- Write your mission statement in pen (not pencil!), but feel ok if you need to use some white out on it periodically (okay, you'll probably type it, but you get what I mean). You want your mission to be a guiding phrase and be set in stone more or less. But the fact is, the world changes over time, and your mission might need a slight tweak or addition every now and then. It's a good idea to look over your mission and reassess every year or two, or anytime you are planning something new. If you find yourself constantly changing it, then maybe you need to take a step back and really ponder what your true goals were to begin with. Take the time you need here - don't rush this part.
- If you have had a business for awhile now and skipped the mission statement part, it's not too late! Take time this week to craft a really strong statement -- look at it not like you missed the boat from the beginning, but rather like you have been driving in the general direction of your destination and now you are going to pull over and get out the map, turn your headlights on, and continue with confidence.
- If you have had a business for a while and have indeed had a mission statement, take this time to reassess. Is it still meaningful? Does it still convey your vision and goals? Is it usable and something you are proud of? If you answer yes to all of these questions, then rock on! You have this part down pat.

MY MISSION STATEMENT:		
WHAT	WHO	WHY

Now, turn the above into a sentence:

MY MISSION STATEMENT:
WHAT, WHO WHY

## Vision Statements

A vision statement is a high level summary of where you want to take your business over time, and how you want your business to be viewed by your target audience. It describes where your company aspires to be once it achieves its goals. Just as your mission statement describes the “what, who, and why” of your business, your vision statement describes the “where” of your business.

Here are the vision statements of some brands you may already know, for reference and/or inspiration:

- Nutritious Life: To help every human being live their most Nutritious Life.
- LinkedIn: To create economic opportunity for every member of the global workforce.
- Google: To provide access to the world's information in one click.
- Amazon: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.
- Tesla: To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
- Uber: Smarter transportation with fewer cars and greater access. Transportation that's safer, cheaper, and more reliable; transportation that creates more job opportunities and higher incomes for drivers.
- Ikea: To create a better everyday life for the many people.

MY VISION STATEMENT:

WHERE

Revisit this exercise yearly. As you reach your goals, your mission might change, and your vision might need fine tuning. That's a good thing! It most likely means you're growing, your customers may need more from you, and you are successfully accomplishing the work you set out to do.