Tools for SMALL Businesses

Level 1 Question 1: Do we have a clear Purpose-statement for the company?

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| **Title** | Define Purpose statement (Mission and vision) |
| **Why** | A Purpose statement can be a highly effective tool to keep an organization on track, and unite the organization’s team—from investors to employees—toward a shared **purpose** |
| **What** | A **Purpose** Statement comprises the company vision statement, your mission statement and core values…A PURPOSE statement answers WHY we existA VISION statement answers WHAT we aim to achieveA MISSION statement answers HOW we plan to achieve this vision |
|  | **Purpose Statement**Purpose (why we exist) is bigger and deeper than any business goal. When an organization has a clear purpose, it attracts talented personnel, strategic alliances, and loyal customers. |
|  | **Vision statement**A vision statement (what we aim to achieve) is a depiction of a desired result that motivates, energizes, and helps an organization describe its destination.A vision statement describes the desired long-term results of your company's efforts. For example, an early Microsoft vision statement was "*a computer on every desk and in every home*." MicrosoftIt describes the organization desired or intended state at some point in the near or distant future.It should provide focus, direction and help guide decision making and actions. | **Mission statement**A mission statement (how we will achieve our vision) is an aspirational depiction of your key customer benefits and differentiating initiatives..It describes the overarching intent of the organization.It should provide focus, direction and help guide decision making and actions.It should be one easy to understand sentence and, if required, a more details description below the main sentence. |
|  | **Core values:** See Seperate tool: Define Values |
| **How** | **Purpose Statement**Guiding Criteria for developing a purpose statement:* Not a business purpose – instead focus on people, either internal team or customer-driven
* Non-competitive – other organizations could have a similar version
* Statement could be relevant forever – might never be attainable
* Creates a desire for collegial teamwork – bigger than the individual
* So motivating that people are excited to get up in the morning and charge the day
* If possible,speak to the human soul

**Vision Statement**Guiding criteria for developing a vision statement:* Measurable – how would we know if progress is being made
* Attainable – must be able to take it seriously
* Inspiring – must engage people emotionally
* Cultural – must fit with the organization’s unique style
* Single-minded – must be focused
* Vivid – must be clear and easily understood

A vision statement should be concise, no longer than a sentence or two. You want your entire organization to be able to quickly repeat it and, more importantly, understand it. However, a vision statement needs to be more than a catchy tagline. It can be smart and memorable, but this is for your team and culture, not for selling a specific product.1. You can start by mapping out your business's most audacious goals. Reviewing your long-term goals in a collaborative setting will help you then zoom out on what your organization and the world will look like if you achieve them. That zoomed-out view of your success is really the heart of your vision statement.
2. Understand your company vision by asking probing questions about the core of the business, It's important to start with the big questions - after all, this type of statement establishes your organization's vision for what impact your business makes on the world.
3. Ask questions that reflect the eventual scale and impact your business will have when constructing a vision statement.
4. These are a few of the questions you can ask yourself and your team:

 * 1. What ultimate impact do I want my brand to have on my community, my industry or the world?
	2. In what way will my brand ultimately interact with customers and clients?
	3. What will the culture of my business look like, and how will that play out in employees' lives?
1. "Once you've answered these questions, you've created a roadmap between your present and your future.
2. Don't be afraid to dream big once you gather all the information and get down to writing.
3. Don't worry about practicality for now - what initially looks impossible could be achieved down the road with the right team and technologies.
4. Work on shaping a vision statement that reflects the specific nature of your business and its aspirations.

**Here are some questions to get you thinking:**1. WHAT IS OUR BIG HAIRY AUDACIOUS GOAL (our BHAG)
2. What do we want to accomplish, do, achieve?
3. What is our dream for our company?
4. What specifically do we do to make a difference?
5. In five years, what impact do we want our company to have made?
6. Where do we make the biggest impact – community, customers, employees?
7. What does our company stand for?

With those questions answered, it is time to write your first draft. Getting your vision right will take more than a few times, so enjoy the process.Sonme principles:* Project five to 10 years in the future.
* Dream big and focus on success.
* Use the present tense.
* Use clear, concise, jargon-free language.
* Infuse it with passion and make it inspiring.
* Align it with your business values and goals.
* Create a plan to communicate your vision statement to your employees.
* Prepare to commit time and resources to the vision you establish.

**Mission statement**Guiding criteria for developing a mission statement:* Focus on the primary strategies or initiatives and make sure they are clear enough so people can understand and become motivated by them.
* Don’t try to pack everything in as it will become too burdensome and ultimately forgettable.
* Focus on an encompassing idea(s) that ties back to your vision.

How to write a mission statement for your business in 5 steps1. Ask yourself three fundamental questions:

What does your business do? How does it do it? And why? With the first question, evaluate your response through the lenses of your customers or beneficiaries, your employees, and - of course - yourself. When relevant, you can widen the perspectives to also define what your business does for your community, or even for the world. The exercise of answering these three questions will help you tease out your purpose, clarify the value you offer, and reconnect to your motivating passion.1. Hold a brainstorming session: Either by yourself or with your team, throw around words and phrases that convey the answers you generated in the previous step. Of course, we know each of those questions could give way to an essay - sometimes even a book. Yet, here, brevity comes above all. Try instead for “snapshot words” that capture the sentiment of your business’ value and purpose. Don’t hold back here: All ideas are acceptable at this point, and you never know when a phrase that’s slightly off can spark the suggestion of the phrase that’s exactly right.
2. Narrow down your choices: Either through a group voting process or by soliciting the feedback of a few people you trust, whittle down the list you generated in step two. At the end of this step, you should emerge with a curated list of your favorite words and phrases that are fitting and truly reflect your brand.
3. Refine your words into sentences: Set aside a few hours, a quiet area, and put on your best ‘eureka moment’ playlist. It’s time to start massaging your list of chosen words and phrases into one to two complete sentences, keeping in mind all of the key elements we reviewed earlier. Check in frequently with those four criteria to ensure you’re on the right track. Finally, remember to write in the present tense. This an active proclamation of what you do - not what you hope to do someday.
4. Review what you’ve written: The editing stage is best done with fresh eyes, after you’ve had some time away from your first draft. Notice points where you can tighten the phrasing, or make your wording even more precise. Run through potential future developments for your business. Will the statement you’re crafting now stand the test of time and an evolving business strategy? Take care to build some of this flexibility into your final version (without losing sight of the specificity, of course). Lastly, cut out the fluff. Big words that sound fancy but don’t add much value or clarity for your readers should be directed straight to the trash can. What survives your editing annotations will be the strong, durable, and exact material that quality missions statement examples are made of.
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| **Examples** | Here are Uber’s original guiding statements:**Purpose:** Evolve the way the world moves. **Vision:** Acquire 40% market share for paid rides in key US metropolitan markets.**Mission:** By seamlessly connecting riders through our apps, we make cities more accessible, opening up more possibilities and more business for drivers. |
| **Purpose statement****Examples** | 1. Merck: To preserve and improve human life.
2. Disney: To create one of the most special memories in a person’s life.
3. 3M: To solve unsolved problems innovatively.
4. Mary Kay: To give unlimited opportunity to women.
5. LensCrafters: To give the gift of sight to those who have the least and need us the most.
6. Microsoft; To empower every person and every organization to achieve more.
7. Twitter: To give everyone the ability to be heard, seen and share their thoughts and experiences as they happen.
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| **Vision statement examples** | 1. WalMart: Become a $125 billion company by the year 2000.
2. Microsoft: A computer on every desk and in every home; all running Microsoft software.
3. LensCrafters: We will be the best at helping the world see better.

GE: Become number one or two in every market we serve and revolutionize this company to have the strengths of a big company combined with the leanness and agility of a small company.  |
| **Mission Statement examples** | 1. Google:To organize the world’s information and make it universally accessible and useful.
2. Merck:To discover, develop and provide innovative products and services that save and improve lives around the world.
3. Facebook: To give people the power to share and make the world more open and connected.
4. Intel: Delight our customers, employees and shareholders by relentlessly delivering the platform and technology advancements that become essential to the way we work and live.
5. Amazon: To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.
6. Tesla: “To accelerate the world’s transition to sustainable energy.”
7. TEDtalks: “Spread ideas.”
8. LinkedIn: “To connect the world’s professionals to make them more productive and successful.”
9. Asana: “To help humanity thrive by enabling all teams to work together effortlessly.”
10. Nike: “Bring inspiration and innovation to every athlete in the world.
11. Patagonia: “Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.”
12. Workday: “To put people at the center of enterprise software.”
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| **Purpose statement Template** |  |
| **Vision Statement Template** | Your Vission statement describes your Long term ambition. Key questions to consider: 1. What is our BHAG? 10+ years
2. Where are we in 5 years
3. Where are we in 3 years?

Vision statement possibilities: 1. .
2. .
3. .

 Final Vision statement:  |
| **Mission statement template** | Mission Statement Your mission statement describes your overall purpose and objective as an organization. Key questions to consider: 1. What is our overarching intent as an organization?
2. What makes us different from everyone else?
3. What is the essence of what we’re trying to achieve?

Mission statement possibilities: 1. .
2. .
3. .

 Final mission statement:  |