

Tools for SMALL Businesses

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

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... ...In other words...it defines the WHY are we doing what we are doing	
	<p>Mission statement</p> <p>It is the company's reason for existence or purpose.</p> <p>It describes the overarching intent of the organization.</p> <p>It is usually defined during a workshop with the top management.</p> <p>It should provide focus, direction and help guide decision making and actions.</p> <p>It should be one easy to understand sentence and, if required, a more details description below the main sentence.</p>	<p>Vision statement</p> <p>Similar to a mission statement, a vision statement provides a concrete way for stakeholders, especially employees, to understand the meaning and purpose of your business. – 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." It describes the organization desired or intended state at some point in the near or distant future.</p> <p>Like the Mission Statement, it is usually defined during a workshop with the top management.</p> <p>It should provide focus, direction and help guide decision making and actions.</p> <p>It should be one easy to understand sentence and, if required, a more details description below the main sentence.</p>
	Core values: See Seperate tool: Define Values	
How	<p>Mission statement</p> <p>How to write a mission statement for your business in 5 steps</p> <ol style="list-style-type: none"> 1. Ask yourself three fundamental questions: <ul style="list-style-type: none"> 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.

2. 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.
3. 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.
4. 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.
5. 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.

Vision Statement

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:
 - a. What ultimate impact do I want my brand to have on my community, my industry or the world?
 - b. In what way will my brand ultimately interact with customers and clients?
 - c. What will the culture of my business look like, and how will that play out in employees' lives?
5. "Once you've answered these questions, you've created a roadmap between your present and your future.
6. Don't be afraid to dream big once you gather all the information and get down to writing.
7. Don't worry about practicality for now - what initially looks impossible could be achieved down the road with the right team and technologies.
8. 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.

Somme 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.

<p>Mission Statement examples</p>	<ol style="list-style-type: none"> 1. Tesla: "To accelerate the world's transition to sustainable energy." 2. TEDtalks: "Spread ideas." 3. LinkedIn: "To connect the world's professionals to make them more productive and successful." 4. Asana: "To help humanity thrive by enabling all teams to work together effortlessly." 5. Nike: "Bring inspiration and innovation to every athlete in the world." 6. Patagonia: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis." 7. Workday: "To put people at the center of enterprise software."
<p>Mission statement template</p>	<p>Mission Statement Your mission statement describes your overall purpose and objective as an organization. Key questions to consider:</p> <ol style="list-style-type: none"> 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? <p>Mission statement possibilities:</p> <ol style="list-style-type: none"> 1. . 2. . 3. . <p>Final mission statement:</p>

Vision statement examples	<ol style="list-style-type: none"> 1. Amazon: "To be Earth's most customer-centric company where customers can find and discover anything they might want to buy online." 2. Ben & Jerry's: "Making the best ice cream in the nicest possible way." 3. Google: "To provide access to the world's information in one click." 4. Habitat for Humanity: "A world where everyone has a decent place to live." 5. IKEA: "To create a better everyday life for the many people." 6. LinkedIn: "Create economic opportunity for every member of the global workforce." 7. Oxfam: "A world without poverty." 8. Smithsonian: "By 2022, the Smithsonian will build on its unique strengths to engage and to inspire more people, where they are, with greater impact, while catalyzing critical conversation on issues affecting our nation and the world." 9. Wyeth: "To lead the way to a healthier world. By carrying out this vision at every level of our organization, we will be recognized by our employees, customers and shareholders as the best pharmaceutical company in the world, resulting in value for all."
Vision Statement Template	<p>Your Vision statement describes your Long term ambition.</p> <p>Key questions to consider:</p> <ol style="list-style-type: none"> 1. What is our BHAG? 10+ years 2. Where are we in 5 years 3. Where are we in 3 years? <p>Vision statement possibilities:</p> <ol style="list-style-type: none"> 1. .

2. .

3. .

Final Vision statement: