Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_

**Business Mission Statement**

**PowerPoint Notes:**

1. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_expresses the specific aspirations of a business; the major goal for which it will strive.
2. A mission statement should address two major questions: \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_?

**Activity:**

**Directions:** To help you create your business’s mission statement, you should answer at least SIX or more of the questions from below. After you’ve answered the following questions, you should have a better concept for what you mission statement should be.

***Why*** *are you in business?*

**What** do you want for yourself, your family and your customers? Think about the spark that ignited your decision to start a business. What will keep it burning?

***Who*** *are your customers?*

**What** can you do for them that will enrich their lives and contribute to their success--now and in the future?

***What*** *image of your business do you want to convey?* Customers, suppliers, employees and the public will all have perceptions of your company. How will you create the desired image you want?

***What*** *is the nature of your products and services?*

**What** factors determine pricing and quality? Consider how these relate to the reasons for your business's existence. How will all this change over time?

***What*** *level of service do you provide?* Most companies believe they offer "the best service available," but do your customers agree? Don't be vague; define what makes your service so extraordinary.

***What*** *roles do you and your employees play?* Wise captains develop a leadership style that organizes, challenges and recognizes employees

***What*** *kind of relationships will you maintain with suppliers?* Every business is in partnership with its suppliers. When you succeed, so do they.

***How*** *do you differ from your competitors?* Many entrepreneurs forget they are pursuing the same dollars as their competitors.

**What** do you do better, cheaper or faster than other competitors?

**How** can you use competitors' weaknesses to your advantage?

**Creating your mission statement:**

**Directions:** Your mission statement should not be more than two sentences long. The mission helps your organization stay focused on the overall vision and the core values it is based on. Your statement should be easy for all of your employees to remember so that they can model your values at all times. Write your mission statement below.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amazon’s example: *“Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.”*