

# Vision and Mission Statement

| Vision  | Mission   |
|---|---|
| <p>Provides a clear finish line</p> <ul style="list-style-type: none"><li>• Serves as unifying focal point of effort</li><li>• Engages and motivates people</li><li>• Is attainable, believable, and worth stretching for</li><li>• Is easily understood; there's little or no need to explain it</li></ul> | <ul style="list-style-type: none"><li>• Reflects people's idealistic motivations for doing the company's work</li><li>• Captures the soul of the organization</li><li>• Can't be fulfilled; it's like a guiding star on the horizon – forever pursued but never reached</li><li>• Inspires change, although it does not change itself</li></ul> |
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# Details and Instructions

| Vision  | Mission  |
|---|--|
| <p style="text-align: center;"><b>Where you want to go</b></p> <p>The vision is written in the future tense and describes exactly—and with total clarity—what you want the business to become. It’s the ideal state of the business and is intended for internal use so that every employee knows exactly where the business is headed.</p> <p>Questions to answer:</p> <ol style="list-style-type: none"> <li>1. If we’re sitting here in 20 years, what would we love to see?</li> <li>2. What should this company look like</li> <li>3. What should it feel like to employees? What should it have achieved?</li> <li>4. If someone writes an article for a major business magazine about this company in 20 years, what will it say?</li> </ol> | <p style="text-align: center;"><b>Why you exist</b></p> <p>The mission is the company’s purpose in life—why it exists. It’s a brief statement that summarizes your reason for existing. It’s typically written in the present tense. It focuses on your current business and precisely defines what you do.</p> <p>Questions to answer:</p> <ol style="list-style-type: none"> <li>1. 5 whys</li> <li>2. What would be lost if the company ceased to exist?</li> <li>3. Why is it important that the company continue to exist?</li> <li>4. If you woke up tomorrow morning with enough money in the bank to retire, why would you keep working?</li> <li>5. What deeper sense of purpose would motivate you to keep dedicating your creative energies to this company’s efforts?</li> </ol> |

| Company         | Vision  | Mission  |
|-----------------|---|--|
| <b>Sony</b>     | (1950s) To become the company most known for changing the worldwide poor quality image of Japanese products | (1950s) To experience the sheer joy of innovation and the application of technology for the benefit and pleasure of the general public |
| <b>Wal-Mart</b> | (1990) To become a \$125 billion company by the year 2000   | To give ordinary folks the chance to buy the same things as rich people  |
| <b>Nike</b>     | (1960s) To crush Adidas   | To experience the emotion of competition, winning, and crushing competitors  |

| Action Words   |  |   |   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>• Collaborate</li> <li>• Empower</li> <li>• Engage</li> <li>• Achieve</li> <li>• Instill</li> <li>• Develop</li> <li>• Accelerate</li> <li>• Equip</li> <li>• Establish</li> <li>• Evoke</li> </ul> | <ul style="list-style-type: none"> <li>• Affect</li> <li>• Activate</li> <li>• Advance</li> <li>• Bolster</li> <li>• Compose</li> <li>• Connect</li> <li>• Conserve</li> <li>• Consider</li> <li>• Exceed</li> <li>• Excite</li> </ul> | <ul style="list-style-type: none"> <li>• Formulate</li> <li>• Foster</li> <li>• Generate</li> <li>• Give</li> <li>• Grow</li> <li>• Guide</li> <li>• Heighten</li> <li>• Highlight</li> <li>• Inform</li> <li>• Initiate</li> </ul> | <ul style="list-style-type: none"> <li>• Inspire</li> <li>• Instruct</li> <li>• Integrate</li> <li>• Invent</li> <li>• Justify</li> <li>• Know</li> <li>• Maintain</li> <li>• Motivate</li> <li>• Nurture</li> <li>• Offer</li> </ul> |