

Mission vs Vision: Know the Difference

Remove the clutter. Get your vision and mission clear.

Your mission describes the purpose and day-to-day effort of your organization, while your vision describes your ultimate goal or future outcome. The two work in tandem: A vision expresses what you ultimately want to achieve and a mission articulates what you'll do to get there.

Reflect on these six questions, and then use the worksheets provided to help you begin crafting your vision and mission.

1

What do you want your business to accomplish for yourself, your family and your customers? Think back to why you started your business in the first place.

2

Who are your customers, and how can you solve their problems, enhance their lives and contribute to their success—now and in the future?

3

What is the nature of your service in relation to why you started the business, and how do you expect this to change over time?

4

What do you do better, cheaper or faster than your competitors? If you can't think of anything, it's time to start brainstorming!

5

What roles do you and your team members play in the business? The best leaders organize, challenge and recognize employees.

6

What underlying values guided your responses to the previous questions? Writing them down clarifies the "why" behind your mission.

LET'S GET TO WORK

Fill in the Vision and Mission Worksheets and start to gain a deep understanding of your business landscape.

Narrow Down Your Vision

Company Name: _____

Date Founded: _____

Current Vision:

How do you want your customers and prospects to view your business?

What are you doing to move in that direction?

What can you realistically achieve?

Choose three words or phrases that depict the type of business and end-goals we want:

1 _____

2 _____

3 _____

Draw or insert a picture that represents a vision for the business:

Who are your clients and customers, and what are their needs?

How do you work? Define time, quality and other process aspirations.

What are the five core values that define how you run the business?

1 _____

2 _____

3 _____

4 _____

5 _____

What are three areas that make your business stand out from the competition?

1 _____

2 _____

3 _____

What are your 10-year goals? These can be financial, operational, or any other growth metric. Ex. Number of customers, number of locations, employee growth, revenue growth.

1 _____

2 _____

3 _____

4 _____

5 _____

NEXT STEPS...

Now that you have your vision and mission clear, Tool #2 of The Small Business Toolbelt will help you create a strategy for success. Look out for tool #2 in your inbox in just a few weeks!