



Vision & Mission Exercises

Vision and Mission

When done right, your Vision, Mission, Core Values, and Goals will all be in alignment with each other. The trick is understanding how each part is different and then finding a way to tie them all together. It can be tough - and require serious brain power - but in the end it's totally worth the effort and will save tons of time and headache as the business grows.

In this exercise, we'll look at Vision and Mission individually. So, what's the difference?

Vision - This is what your company aspires to be 5-10 years down the road. It's that big dream. Think global.

Mission - This is what your company does today, to accomplish that vision. It's how you provide your specific product/service.

Quick tips when Creating your Vision/Mission Statements

- Make them short and sweet. Think 1 sentence or a tweet (140 characters).
- Avoid big words nobody will understand.
- Make them easy to memorize.
- Be specific so people can easily understand what you do.
- When you read it, you want to feel inspired.

Vision Statement Examples

Short vision statements made up of a few words only:

- Disney - To make people happy.
- Oxfam - A just world without poverty.
- Ikea - To create a better every day life for the many people.
- Jennifer Dawn Coaching - Creating positive change in the lives of entrepreneurs globally.

Quantitative statements are based on numbers, quantities:

- Microsoft - A computer on every desk and in every home; all running Microsoft software.
- Nike - Current: To be the number one athletic company in the world.
- Wal-Mart - Become a \$125 billion company by the year 2000.

Qualitative statements are based on qualities that you want to have:

- Ford - To become the world's leading Consumer Company for automotive products and services.
- Avon - To be the company that best understands and satisfies the product, service and self-fulfillment needs of women—globally.

Role Model Vision Statements - using another company as an example:

- Giro Sport Design - To become the Nike of the cycling industry.
- Stanford University - To become the Harvard of the West.
- Reach for Success - To become the next Tony Robbins in self development.





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Now write YOUR Vision statement!

(it's okay to make several drafts and revise multiple times until it's just right)

Mission Statement Examples

(Remember the Mission Statement is what you do TODAY to get closer to your vision)

- Public Broadcasting System (PBS): To create content that educates, informs and inspires.
- Google: To organize the world's information and make it universally accessible and useful
- Make-A-Wish: We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.
- McDonalds: We are focused on delivering great tasting, high-quality food to our customers and providing a world-class experience that makes them feel welcomed and valued.
- Jennifer Dawn Coaching: Coaching motivated and passionate entrepreneurs to their best life using heart centered and authentic business principles.
- Best Planner Ever: Develop simple, functional tools which harness the power of planning to be less busy and more effective every day.

Now write YOUR Mission statement!

(it's okay to make several drafts and revise multiple times until it's just right)





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Vision / Mission Statement Quick Check

Are your Vision / Mission statements:

- Clear and concise?
- Do they reflect your core values?
- Are they inspiring?
- Can you say them outloud in less than 30 seconds? Do they make you proud?

GREAT JOB!

Don't forget to use your vision/mission statement in your bio, marketing promotions, on your website and any other area in your business where it can provide value.

