

MISSION/VISION THING

The mission/vision thing is no joke. It is time intensive and knowledge driven, plus it has to reconcile and reflect market reality (will they but want you are offering). Your mission/vision will eliminate the most detrimental and conflicting ambiguities and inconsistent strategies in your strategic/operational planning efforts.

They are “Living Goals;” and constantly need to be revisited for strategy enhancement, congruency, and relevance. As you know, it is virtually impossible to GROW a business venture with an inconsistent, irrelevant, and inappropriate mission/vision. You might produce cash-flow by hustling, but you won’t grow it beyond your own individual efforts. You need the correct, appropriately fashioned and “written” mission/vision statements to convey your current and future goals of your enterprise to potential co-founders, board members, key employees, investors, bankers, vendors, political supporters, etc.

In addition, it will help you to fashion an “Elevator Speech,” as well as your promotional material and direct sales collateral.

You will also need them for your written plans:

- Operational Business Plan (Annual Plan)
- Strategic Plan (Long-range Plan)
- Funding Proposals: Institutional or Private
- Marketing Plan: Segment/Target/Positioning/Branding, etc.
- Employee Handbook, etc.