

MISSION

Why the company exists
and the problems it solves

You probably had a ton of reasons why you started the business, but the only reason that really matters is the reason that matters to your customers. In figuring out your company's Mission, consider the many ways your products and/or services help your customers and the specific problems or challenges that your customers face.

For many companies, a Mission statement is a short phrase that aligns with their Vision statement. However, as your company evolves, you might need to evaluate whether the Mission stills "fits." Get into the habit of revisiting your Mission statement every few years, and ask yourself the question, Is this still true?

SOME WELL-KNOWN MISSION STATEMENT EXAMPLES:

Google—to organize the world's information

Nordstrom—to give customers the most compelling shopping experience possible

Tesla—to accelerate the world's transition to sustainable energy

QUICK TIP

Your Mission statement should be relatable and repeatable. Don't weigh it down with a bunch of words. The most effective Mission statements are the ones that use the fewest words possible to make the most impact. One of the shortest and most effective Mission statements was TED's "Spread Ideas," which was reworked to "Ideas Worth Spreading."

ACTION: WRITE OUT YOUR MISSION STATEMENT
