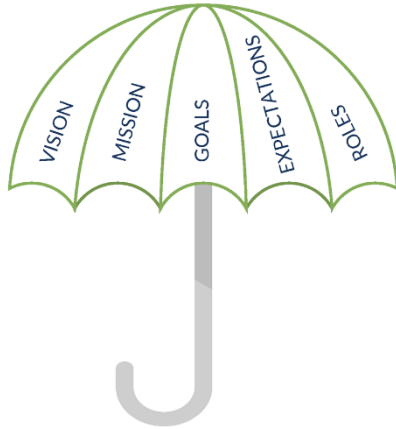


Whirks VISION/MISSION Casting Next Steps



A **VISION** statement is a memorable and inspirational summary that describes your reason for existence. It is designed to help motivate existing employees and even attract high-quality new ones.

VISION Statements need to focus the efforts of the organization on the core competencies it needs to achieve its goals.

VISION statements generally contain the following information:

- Time frame
- Company name
- What you will accomplish
- How you will have accomplished it (brief)

When formulating your **VISION**, respect the following criteria:

-**Unique**: Make sure it is unique to you and fits your passion and values. That also involves imagining yourself in the role. Three years from now, what do you look like in that role? How do you see yourself?

-**Simple**: Write it directly and succinctly so that it is quick to grasp and can be easily repeated by any employee at any given time.

-**Focused**: Narrow in so it is not too broad.

-**Bold**: Is it brave and big enough? Stretch yourself rather than staying inside the status quo.

Example of VISION Statements

IKEA

"Our vision is to create a better everyday life for many people."

American Express

"We work hard every day to make American Express the world's most respected service brand."

Disney

"To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

Patrick Accounting/Whirks

"To provide a unique and innovative approach to empower small businesses owners be better owners."

Whirks VISION/MISSION Casting Next Steps



A **MISSION** statement is defined as an action-based statement that declares the purpose of an organization and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives. By design, it guides the actions of the employees and draws in customers by creating direction by explaining what the company intends to accomplish.

MISSION Statements differ from **VISION** statements by explaining WHY the organization exists and not WHAT it would like to see in the future.

MISSION statements answer the following questions:

- Whom does the organization serve?
- What does the organization do?
- Why does the organization do it?

-Do keep it short and concise. Sum up the company's MISSION in just a few sentences.

-Don't write an essay. That is not the purpose of this brand building tool. You want the MISSION statement to be tethered to the brand and that means it must be memorable. Long, drawn out prose is rarely memorable.

-Do think long-term. The MISSION statement is an investment in your company's future, so keep it open enough to reflect your long-term goals.

-Don't make it too limiting. We want to provide the best products ever to the town of Memphis.

-Do find out what your employees think of the MISSION statement. This is a tool designed with them in mind, too, so get their opinion. Ask how they would improve it and what they dislike about it.

-Don't be afraid to change it. Things change in the business world. If the MISSION statement no longer represents the company, it is time for a rewrite.

Example of MISSION Statements

Tesla

"To accelerate the world's transition to sustainable energy."

LinkedIn

"To connect the world's professionals to make them more productive and successful."

Nordstrom

"To give customers the most compelling shopping experience possible."

Patrick Accounting/Whirks

"We empower small businesses by providing an uncommon level of personal service while building and continually refining the best accounting firm and HCM company in the areas we serve."