**Mission Statement**

Having a strong mission statement is essential to ensure your company’s employees and customers know exactly what direction you are heading in and what matters to you.

A good example for a strong mission statement is American Express which is “We work hard every day to make American Express the world's most respected service brand”. What makes this mission statement strong is that it addresses what they do (service brand), how they do what they do (work hard everyday), and why they do what they do (to be the world’s most respected) in one sentence.

**Q1. What does your company do? (e.g. Service Brand)**

|  |
| --- |
|  |

**Q2. How does your company do what it does? (e.g. work hard every day)**

|  |
| --- |
|  |

**Q3. Why does your company do what it does? (e.g. to be the world’s most respected service brand)**

|  |
| --- |
|  |

Put it all together for your Mission Statement (should be 1-2 sentences). (e.g. We work hard every day to make American Express the world's most respected service brand)

|  |
| --- |
|  |

**Vision Statement**

Your vision statement should explain where you want to be when you achieve your mission. Further, it’s not just explaining where you want your company to be, but also where you want the world/community to be as a result of your company.

A good example of a vision statement is IKEA which is “Our vision is to create a better everyday life for many people.''

**Q1. Where do you want your company and the community to be once you achieve the mission?** *From the IKEA example we can see that they hope to impact the community by making people’s lives better.*

|  |
| --- |
|  |

Summarise into one sentence.

|  |
| --- |
|  |