

# Vision and Mission: Defining your business

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**ActionCOACH**

**#1 Business Coaching in the World**  
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## **What is a vision statement and how do I create one?**

A vision is what you aim to achieve above and beyond your day-to-day business goals. A vision should stretch the organisation's capabilities and image of itself. It should give shape and inspirational purpose to the organisation's future.

### **Benefits of visioning**

- Breaks you out of ordinary thinking patterns.
- Provides purpose.
- Answers 'why' your business exists.
- Evokes interest and commitment.
- Promotes focus and direction.
- Encourages risk-taking and creative solutions.
- Encourages and builds confidence.
- Builds loyalty and identification.

### **Vision killers**

As you begin to draft your vision, be aware of the following vision challenges:

- Tradition - we are already good.
- Remaining comfortable.
- Fear of ridicule.
- Stereotypes of people and cultures.
- Complacency of some key stakeholders.
- Fatigued leadership.
- Short-term thinking.

A vision is not where you're at, but where you want to be. Your vision should project a compelling story about the future.

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## **What is a mission statement and how do I create one?**

Your mission statement describes what business you're in and who your customer is. As such, it captures the very essence of your company. Focus is a primary benefit of your mission statement.

- Your mission statement must focus on one common purpose.
- Your mission statement must be specific to your organisation.
- Your mission statement must be a short statement.

## **So how do I get started?**

Each person should complete the mission development exercise by answering the questions below. Answer the questions quickly. Don't worry about using the perfect words; just get your key concepts down on paper. A mission statement should be one or two paragraphs maximum and always answer who, what and why.

## **Important characteristics**

A clear mission statement should be:

- Realistic and feasible – while it should plan for a sizeable stretch it should still be stable over time.
- Understandable and concise.
- Broad and ongoing, but not so broad as to be meaningless.
- Stated in terms of output (results) rather than activities (inputs or throughputs).
  
- Use specific and purposeful words, especially the names of your customers (who you serve), your products, services and talents.
- Present a clear picture of 'purpose', yet incorporate a target that deserves personal commitment.

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**The ActionCOACH Vision Statement:**

**“World Abundance through Business Re-Education.”**

**ActionCOACH** is a team of committed, positive and successful people who are always striving to be balanced, integral and honest. We will work within our ‘14 Points of Culture’ to make sure that everyone who touches, or is touched by the **ActionCOACH** team, will benefit greatly and in some way move closer to becoming the person they want to be or achieve the goals they want to achieve.

We will always work in co-opetition<sup>1</sup> with all those who believe they are in competition with us. We are in the business of 'Edutainment'. We will educate ourselves, our clients and all those whom we work with, while we entertain them and create a fun learning environment. We will educate our clients in world-class marketing and business development techniques using audio, video, CDs, other technologies and simple workbooks, workshops and seminar formats.

Our products and services will be of the highest quality, value for money and, whether sourced from within the company or externally, will always add the most value and use the latest and most effective training methodologies available.

**ActionCOACH** clients, whether they be small, medium or large in size, will have a desire to have us help them in achieving their goals and be able to take on Our Commitment to them by returning their Commitment to **ActionCOACH**. They will be forward thinking, willing to learn and grow, and be willing to work as a team player in the development of an ‘organisation of people’.

Our clients will be selected more on attitude than size and they will want to deal with us because we understand people are important, systems should run a company, we offer the most practical, most applicable and fastest strategies on

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<sup>1</sup> Cooperative competition.

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growth and, most importantly, because we mean what we say. We will give people back their spirit and freedom through business development.

Source: ActionCOACH

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