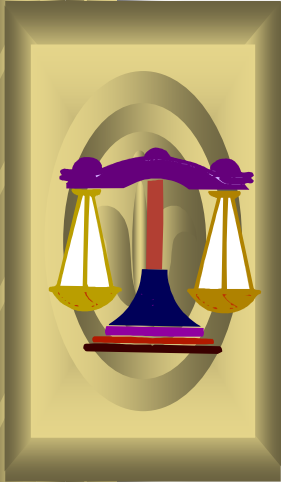
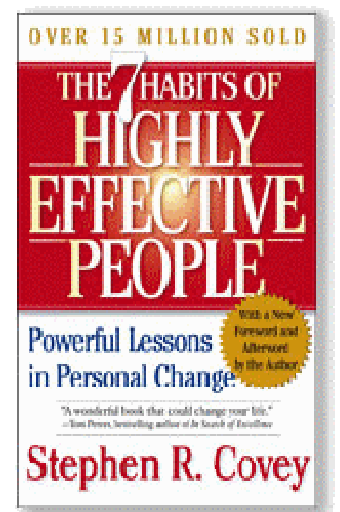


Mission Statements



**Mission Statements are
the Foundation of a
Business**

Stephen Covey

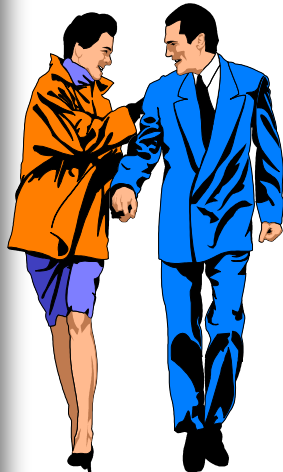


Business Success Blueprint:

- 1) Where you are:
Situation Analysis**
- 2) Where you want to be:
Vision/Mission=Foundation
Goals and Objectives**
- 3) How to get there:
Strategies=Aligned
Tactics**

2

Your Best Friend is Referring



**List 3 Qualities you have
you want them to say
to describe the benefits
of working with you.**

**Write a sentence that
describes how you
deliver those benefits
to your clients.**

Vision Statement

Short statement how you want to be known to clients & competitors.

Conveys picture of how you will get to where you want to go.

Easily understood focusing statement used in all marketing materials.

Sample Vision Statements:

Dedicated to my customers needs

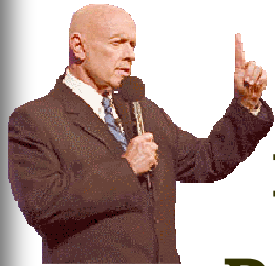
Integrity, service and knowledge

My experience works for you

Our business is your success

Making Business Better

Principles



Principles are territory

Proven to be enduring

Deep fundamental truths

Guidelines for human conduct

**Self evident therefore
virtually inarguable**

6

Principles

- **Fairness**
- **Honesty**
- **Integrity**
- **Service**
- **Potential**
- **Growth**
- **Humility**
- Patience**
- Nurturance**
- Encouragement**
- Excellence**
- Human Dignity**
- Quality**
- Trustworthiness**

Values



- **Values are maps**
- **Emotional satisfiers**
- **Quality with intrinsic worth**
- **The way things should be**
- **Why do I want what I want?**

8

Values

- **Things we hold dear**
- **Think highly of, esteem**
- **Can be non moral or illegal**
- **Obligation optional**
- **Mutable and temporary**

Value Inventory

- Love
- Morality
- Religion
- Power
- Family
- Approval
- Status
- Accomplishment
- Integrity
- Spirituality
- Self Development
- Achievement
- Acceptance
- Recognition

10

Value Inventory (Cont.)

- Freedom
- Security
- Pleasure
- Fun
- Challenge
- Adventure
- Relationships
- Independence
- Order
- Happiness
- Education
- Affection
- Wealth
- Health

Value Inventory (Cont)

- Truth
- Effort
- Life
- Respect
- Friends
- Justice
- Travel
- Diversity
- Possessions
- Financial Security
- Peace of Mind
- Sincerity
- Generosity
- Purpose of Life

12

Value Exercise

Rate Values by Priority :
(H)igh, (M)edium & (L)ow



Pick the top 5
and write them down.

1. _____
2. _____
3. _____
4. _____
5. _____

Mission Statement

A paragraph or more incorporating your ethics, vision and values

Used to direct your goals

State your long term objectives

Clarifies and focuses daily efforts

Reviewed and adjusted with growth

14

Personal Code of Ethics

- **Governs relationships**
 - **personal and business**
- **Gives identity and self esteem**
- **Strengthen personal constitution**
- **Empowerment**
- **Basis of your mission statement**

Mission Statement

Brief statement of the business you are in, the markets you serve, the services you offer and your long term goals, incorporating your vision statement

Focuses on what you want to be (character) and to do (contributions) and on the values upon which doing or being are based.

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Effective Mission Statements

Address 4 human needs:

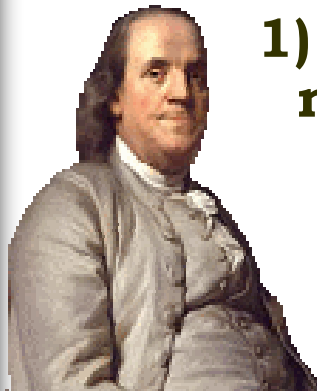
- 1) Spiritual or contribution need**
- 2) Economic or money need**
- 3) Social or relationship need**
- 4) Psychological or growth need**



You will be the same person 5 years from now as you are today except for the people you meet and the books you read... A. Lincoln

18

Identify an Influential Person



1) Who has been one of the most influential people in my life?

2) What qualities do I admire most about them

3) What qualities have I gained, or hope to gain from them?



Future Self Portrait

4) What I would like to be

5) What I'd like to do

6) What I'd like to have.

20



Reviewing Your Roles:

7) Important Business Roles List 3

A. _____

B. _____

C. _____

8) Important Personal Roles List 2

A. _____

B. _____

Using the back of the previous page to write on,
Project forward & describe yourself in those roles

Evaluating Mission Statements

- **Is it based on timeless, proven principles?**
- **Does it represent the best that is within me?**
- **Do I feel direction, challenge, purpose and motivation when I read it?**
- **Am I aware of the skills and strategies needed to help me accomplish it?**
- **Does this statement inspire me?**

22



Mission Statement 1

We the people of the United States, in order to form a more perfect union, establish justice, ensure domestic tranquillity, provide for the common defense, promote the general welfare and secure the blessings of liberty for ourselves and our posterity, do ordain and establish this constitution of the United States of America.

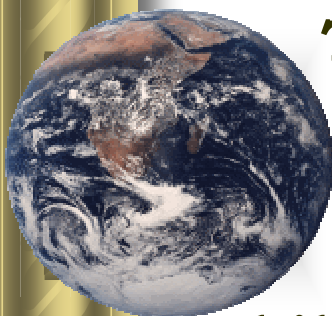
Mission Statement 2



To provide superior quality service to my customers and clients, while demonstrating a high level of personal integrity, creating financial security and maintaining a balanced life.

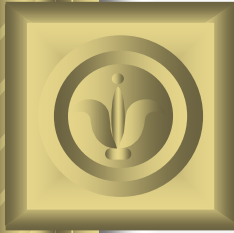
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Mission Statement 3



To make a difference in this universe by providing exceptional professional services while demonstrating a high level of integrity to my clients and customers, retaining a balanced life and still giving back to the community.

Mission Statement 4



I will balance my time so that personal, family and church activities get their fair share and so meaningful relationships with my wife and children exist.

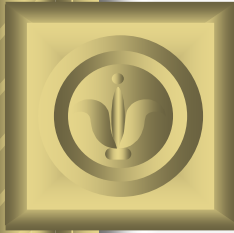
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Mission Statement 5



To make a contribution towards improving the quality of life for my clients, family and friends while achieving my goals and leading a balanced life, including a high level of profitability.

Family Mission Statement



**To love each other
To help each other
To believe in each other
To wisely use our time,
talents, and resources
to bless others...
To worship together...
Forever.**

Mission Statements

Mission Statements are a powerful tool to enhance performance and empower a licensee's business model to take charge, be in control, and as a result be able to perform at a higher ethical level.

While it is beneficial to go through the process in a classroom environment, the materials are designed to be comprehensive enough to complete the process via correspondence. The steps must be done to get the value and the completed materials are required as a part of the test.

The series of 8 questions below gives you raw data about yourself to work with. As you answer the questions, you get introspective and you start thinking about what's important and as you draft the mission statement your head is in the right place to get the best result.

Identify an Influential Person

1) Who has been one of the most influential people in my life?

2) What qualities do I admire most about them

3) What qualities have I gained, or hope to gain from them?

Future Self Portrait

4) What I would like to be

5) What I'd like to do

6) What I'd like to have.

Reviewing Your Roles:

7) Important Business Roles List 3

A. _____

B. _____

C. _____

8) Important Personal Roles List 2

A. _____

B. _____

Project forward & describe yourself in those roles
Not necessarily how you are but if you were really good at it.

Mission Statement:
