



Crafting a Powerful Company Vision and Mission: A Simplified and Impactful Approach

Unleashing the Power of a Clear Vision and Mission: Pave the Way for Your Company's Future in Five Simple Steps.



HOW TO DEVELOP A POWERFUL COMPANY VISION AND MISSION STATEMENT



WHO

The Customer

Who are your services or products for?

Define the demographics, needs, and wants of your ideal customer

WHAT

The Problem

What problems are your customers experiencing that your company seeks to resolve?

This identifies the market gap or need that your product or service is fulfilling.

HOW

Your Solution

How will your company solve these problems?

Outline your unique solution and what sets it apart from competitors.

This should be clear, concise, and compelling.

PURPOSE

Establish Your Purpose

Why does your company exist beyond making a profit?

This should embody your values and the impact you want to make in the world.

MOAT

The Competitive Advantage

What makes your company unique and why should customers choose you over competitors?

This could be your unique business model, proprietary technology, or anything else that gives you a competitive advantage.

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TEMPLATE

