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SNAPSHOT BUSINESS PLANNING

Creating a Solid Foundation




Module 2: Your Mission







...getting your business in the next best


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Last Module




-  Your business is a "Diamond in the rough"
-  Casting a vision for your business
-  Articulating your core values




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Assignment: Your Vision and Values



- Follow steps on your worksheet
- Think about your business
- Cast a vision for your company
- Identify your core values





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Today's Module: Your Mission


- › Why and how to write a mission statement
- › Review compelling mission statements
- › The value of client experiences



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#1: Your Mission Statement



Why is it important?


Declaration of what you're about

Articulates what you do, who you do it for, & how


How to write a Mission Statement?

Short, concise & memorable


Use 'prompts' to gather data



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#2: Compelling Mission Statements




American Red Cross
Prevent & alleviate human suffering in the face of emergencies

P&G
Provide branded products & services of superior quality & value that improve lives

JDRF
Find a cure for diabetes & its complications through the support of research





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#3: Client Experiences

Interview past clients to gain insight


Invite your team to participate in writing mission statement



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Assignment: Your Mission Statement




Follow steps on your worksheet

Think about what you do


Think about who you do it for

Think about how you do it

Think about what clients say





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Bonus: Mind Mapping

Simple, yet powerful tool

Way to capture thoughts as they come to you




You have the **Mind Mapping** chapter from our book




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Module 2 Summary




- Why and how to write a mission statement
- Review compelling mission statements
- The value of client experiences




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Module 3 Preview

Next week is all about your financials




- Understanding your financial picture
- Getting help with financials
- Setting financial goals



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Additional Support



- One-on-one Coaching
- VIP Planning
- Group Workshops

