

VERSION 1.0

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REVEAL *Academy*

IT'S ALL ABOUT THE IMAGE

MISSION, VISSION, & VALUES

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Company Image.....	2
Purpose	2
What's Included	2
Mission Statement.....	3
Purpose	3
Mission Statement Example	3
Questions.....	4
<i>Why you are in the business that you're in?.....</i>	<i>4</i>
<i>How do you help your customers?.....</i>	<i>4</i>
<i>Whom are you serving?.....</i>	<i>4</i>
<i>What value are you offering?.....</i>	<i>4</i>
Mission Statement Formula.....	4
<i>Example.....</i>	<i>4</i>
Your Mission Statement.....	4
Vision Statement	5
Purpose	5
Vision Statement Examples	5
Questions.....	6
<i>What would your company's involvement be in creating an ideal world?.....</i>	<i>6</i>
<i>What problem needs to be addressed that you want your company to solve?</i>	<i>6</i>
<i>What ideal scenario do you want your company's name to be positively associated with?</i>	<i>6</i>
<i>How can your company be a driver for social change?</i>	<i>6</i>
<i>What problems do people have that your company can facilitate in solving on a grand scale?</i>	<i>6</i>
<i>Your Question:.....</i>	<i>6</i>
Your Vision Statement.....	6
Core Values	7
Purpose	7
Vision Statement Example	7
Questions.....	8
<i>What are some positive traits you've already developed within your company that you'd like to nurture?</i>	<i>8</i>
<i>What are some traits you'd like to see in your company that haven't yet manifested?</i>	<i>8</i>
<i>What traits do you value in yourself and in others?.....</i>	<i>8</i>
Pare Your List.....	8
Your Company Core Values	8

COMPANY IMAGE

PURPOSE

Your company's image and reputation go hand in hand. When those outside your company here your company's name, see your logo, or find your products, they've already formed judgments. And if you're new to them, they'll start to form judgments. It's up to you to create the image you want the outside world to see.

This workbook will guide you in setting the foundation for your image. You'll work on your mission statement, vision statement, and company values. Your mission, vision, and values set the basis for the direction you'll take your company and the culture you're creating within your company. These aspects of your company will guide you in your decisions-making processes, promoting your company, developing creditability, and even gaining customer loyalty.

WHAT'S INCLUDED

Activities to help you develop your mission, vision, and values.

MISSION STATEMENT

PURPOSE

Your mission statement serves several purposes.

- 1) Provides identifies the purpose of your company.
- 2) Explains the reason you're in business.
- 3) Helps your company focus.
- 4) Set a foundation for your marketing strategy.

MISSION STATEMENT EXAMPLE

Backbone America: To increase the number of successful businesses owned by Black Women through coaching and consulting.

QUESTIONS

To get started on crafting your mission statement, ask yourself the following four questions. Use your answers to help develop your mission statement.

WHY YOU ARE IN THE BUSINESS THAT YOU'RE IN?

HOW DO YOU HELP YOUR CUSTOMERS?

WHOM ARE YOU SERVING?

WHAT VALUE ARE YOU OFFERING?

MISSION STATEMENT FORMULA

I provide to , so they can .

EXAMPLE

Backbone America provides to , so they can .

YOUR MISSION STATEMENT

Write your mission statement here.

VISION STATEMENT

PURPOSE

The vision statement gives your company a higher purpose, a high reaching goal. It's a proclamation that you're changing the world. Similar to the mission statement, it also guides your decision.

VISION STATEMENT EXAMPLES

Backbone America: Creating an America that provides equal opportunities to all entrepreneurs.

Bill Gates (Microsoft): A computer in every home

Habitat for Humanity: A world where everyone has a decent place to live.

Smithsonian: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.

QUESTIONS

The questions below are meant to guide you in developing a mission statement. Answer one or all of the questions to generate ideas. If necessary, create your own question.

WHAT WOULD YOUR COMPANY'S INVOLVEMENT BE IN CREATING AN IDEAL WORLD?

WHAT PROBLEM NEEDS TO BE ADDRESSED THAT YOU WANT YOUR COMPANY TO SOLVE?

WHAT IDEAL SCENARIO DO YOU WANT YOUR COMPANY'S NAME TO BE POSITIVELY ASSOCIATED WITH?

HOW CAN YOUR COMPANY BE A DRIVER FOR SOCIAL CHANGE?

WHAT PROBLEMS DO PEOPLE HAVE THAT YOUR COMPANY CAN FACILITATE IN SOLVING ON A GRAND SCALE?

YOUR QUESTION:

YOUR VISION STATEMENT

Write your vision statement here.

CORE VALUES

PURPOSE

Your company values are a formalization of your company's culture. Like the vision and missions statements, the core values also guide your decision processes. Use your company's values to help potential customers identify with your company and brand and attract quality individuals.

VISION STATEMENT EXAMPLE

Backbone America: REVEAL – Responsibility, Empowerment, Vision, Engagement, Awareness, Learning (revealmode.com)

QUESTIONS

Use the following questions to brainstorm aspects you'd like to include in your company's core values. If you have key players or employees in your company, you may want to collaborate to develop your core values.

WHAT ARE SOME POSITIVE TRAITS YOU'VE ALREADY DEVELOPED WITHIN YOUR COMPANY THAT YOU'D LIKE TO NURTURE?

WHAT ARE SOME TRAITS YOU'D LIKE TO SEE IN YOUR COMPANY THAT HAVEN'T YET MANIFESTED?

WHAT TRAITS DO YOU VALUE IN YOURSELF AND IN OTHERS?

PARE YOUR LIST

Eliminate ideas from your list. Core values should be easy to remember, so you want your final list to be short and memorable.

YOUR COMPANY CORE VALUES

Write your core values here.

