



Enterprise with Enthusiasm

HOW TO DEFINE & REFINE YOUR BUSINESS MISSION, VISION, & VALUES

(and communicate these to your team)

Bonus Worksheet



EXERCISE OVERVIEW



- Business changes quickly, especially with small or new businesses.
- You must set up your vision, mission, and values. And you must review annually.
- Do involve your team or stakeholders in this exercise.
- As you work through this exercise, note that your statements don't have to be lengthy.

A NOTE FROM COACH K

Friend: take the time to do this exercise and do it/check it regularly. Use the following pages to work through your business' mission, vision, and values. Don't skip over this, as it's vital to and precedes your business planning!

What's in this for you? The outcome of this exercise lays the framework for leaders to create (and validate) their strategic objectives, future projects, investments, and opportunities. It's a big deal, so enjoy!



STEP 1:

DEVELOP (OR REVIEW) YOUR MISSION STATEMENT



Your mission statement should be a declaration of purpose. **The mission can change to reflect a company's priorities and methods to accomplish its vision.** As an entrepreneur, your company's mission statement should be concise and specific so your customers understand your purpose and how you provide value to them.

QUESTIONS TO ASK:

- What do we do?
- How do we do it?
- Whom do we do it for?
- What value are we bringing?
- Why do you exist as an organization?
- What does your company do, or provide, for its customers?
- What you want to be remembered for?
- What's your company's overall intention?
- What is it your business does well? How do you do it?

EXAMPLE – With Enthusiasm's Mission Statement:

We help our clients become the world's best and most fulfilled leaders, so they can inspire a more conscious and aligned world.

Coach Tip: Test your mission statement by asking yourself, honestly, whether your competitors could use the same statement. If so, get more specific.

STEP 2:

DEVELOP (OR REVIEW) YOUR VISION STATEMENT



A vision statement describes the organization as it would appear in a future successful state. It should be inspirational and aspirational. Your vision statement is a broad view of how your company is going to leave an impact on customers and the greater community.

QUESTIONS TO ASK:

- If your company were to meet all of its goals, what would it look like in 5-10 years?
- What will your business have accomplished in the next decade?
- Where do you want your company to be in the future?
- Where do you see your business going?
- Paint a graphic mental picture of the business you want.
- What problems do you expect to solve in the next few years?

EXAMPLE - With Enthusiasm's Vision Statement 2024:

We will develop 100 Leaders/Thought Leaders by 2025 by elevating their mindset and optimizing their business acumen and skills through our programs and community and we will inspire thousands more through our talks and media vehicles (podcast, book).

Coach Tip: If you have trouble visualizing your business, imagine that you are being profiled on the news. What are you and your company being recognized for?

STEP 3:

ESTABLISH (OR REVIEW) YOUR CORE VALUES



Core values describe what the organization believes in and how it will behave. These provide a moral compass for the company: how you will hire employees and build a company culture. These are the fundamental beliefs of your company (and possibly you, if you're a small business). Your values tell the world what you're about. They give your employees a reason for what they do – and your customers a reason to cheer for you.

QUESTIONS TO ASK:

- What are my guiding principles?
- What are my core beliefs?
- What do I stand for?
- What am I opposed to?
- What is important to this company?
- How do you wish to treat people, employees, contributors, and customers?

EXAMPLE – Coach K's Core Values:

- Honesty and Integrity.
- Unwavering Kindness and Compassion.
- Competence and Knowledge.
- Feminism and Equality.
- Personal Agency.

Coach Tip: Don't ignore your core values when choosing who to work with and not only as pertains to clients. Your employees and contractors should be in line with your personal and/or business core values, too! (Bonus Tip: the same goes for when you are being hired don't try to work for someone if your core values are drastically different.)



ANY QUESTIONS?

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