

Mission Vision

AND STATEMENTS

Your Path To A Successful Business Future



Don Midgett



Mission and Vision Statements: Your Path To A Successful Business Future
Published by The GenesisGroup

Copyright 2004 by Donald M. Midgett

International Standard Book Number (ISBN) 0-9754273-1-8

Cover illustration by Christa Percival and Susan Oslin
Layout and design by Susan Oslin, Media Angel

ALL RIGHTS RESERVED

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means – electronic, mechanical, photocopying, recording, or otherwise – without prior written permission. “The author and publisher ask that you please honor the process by which this information can be so reasonably shared and the copyright laws that protect it -- THANK YOU.”

For information:
The GenesisGroup
402 West Ojai Avenue
Suite 101-449





ACKNOWLEDGEMENTS



This book is the result of many years spent studying and working with mission and vision. It has become a passion of mine to help business owners, entrepreneurs and other individuals who desire to turn their dreams into reality.

This book is the result of the talents of many people. Especially important were the contributions of my editor, Moira Shepard; marketing writer and advisor/coach, Maggie Dennison; marketing and business advisor, Sam Hirschberg; and my designer, Susan Oslin. This book would likely be contained in my mind only, if not for them.

I am grateful for all the many clients whom I have had the pleasure to assist over the last 15 years. I have learned more about mission and vision from them than from any book. Also, I am thankful for the collaboration of two colleagues, Larry Sagely and Dr. Curtis (Duke) Page, and assistant Paulette Matheson, who shared their knowledge and professionalism during many workshops and training sessions on mission and vision.

My sincere appreciation to the following clients who made a significant contribution to this effort and allowed the publication of their statements to serve as examples for others. They are very special people to me:

Dr. Steve Boshoff, Boshoff Chiropractic Center
Doug Campbell, Wildland Fire Specialist, Campbell Prediction Systems
Stan Hakes, Owner, Illuminative Concepts
Rex Holt, Pastor, Temple Baptist Church
Rod Houck, former General Manager and CEO, Pierpont Inn
Tim Logerquist, Director of Missions, Gold Coast Association
Burt and Lynn Smith, Owners, The Wellness Connection

I also wish to give sincere thanks to the following friends and business associates who helped with, discussed and reviewed this project with me: Diane Curran, Starla Fortunato, Dr. Nancy Irwin, San San Lee and Renee McDuffy.

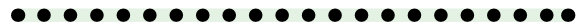
And last but not least, special thanks to Stephanie, my wife, for her loving and caring support during this project.

May you find within the tools to discover your desired future and the start on your pathway to success!





TABLE OF CONTENTS



| | |
|--|----|
| <i>Introduction</i> | 1 |
| Chapter 1: | |
| <i>Who Needs a Mission Statement?</i> | 4 |
| Chapter 2: | |
| <i>Who Needs a Vision Statement?</i> | 10 |
| Chapter 3: | |
| <i>What You Should Know Before Creating Your Business Mission and Vision</i> | 18 |
| Chapter 4: | |
| <i>Develop Your Mission Statement</i> | 23 |
| Chapter 5: | |
| <i>Develop Your Vision Statement</i> | 39 |
| Chapter 6: | |
| <i>Develop Your Guiding Principle</i> | 53 |
| Chapter 7: | |
| <i>Test-Drive Your Mission and Vision</i> | 60 |
| Chapter 8: | |
| <i>Living Your Mission and Vision</i> | 65 |
| Chapter 9: | |
| <i>What Next?</i> | 70 |
| <i>About The Author</i> | A |
| <i>For Information</i> | B |





INTRODUCTION



MISSION AND VISION STATEMENTS: YOUR PATH TO A SUCCESSFUL BUSINESS FUTURE

A transformation has swept through business communities around the world. Self-employed entrepreneurs and home-based businesses are reinventing the way work is performed and how businesses are run. The way we conduct business is changing; the very nature of the work is changing.

Today's business environment requires you to be focused and make fast, smart decisions. As William Bridges in "Managing Transitions" says, ***"a time of continuous change, as exists today, puts a premium on knowing clearly what you are trying to accomplish."***

Savvy entrepreneurs today constantly check the changing conditions of the environment, so they can adjust their businesses to new circumstances.

How can you learn to turn your business on a dime if a new situation requires it?

Discovering the path to your future is the first vital step toward business success. Without a vision of your final destination, you will aimlessly wander along the many available paths. If you have no idea where you're going, how can you measure progress or make "right" decisions?

An effective mission and vision statement galvanizes your business. The focus it brings helps you make more money, run your life better and live out your values every day.

Here are a few snapshots of the difference a mission statement can make in your life: A family-owned inn had operated for three generations without turning a profit. The business covered basic expenses, but extra money was always scarce.

Within one year of creating a mission statement, the inn reaped a profit of more than half a million dollars.





“The biggest change was going from no profit to being very profitable over the next five years,” recalls Rod Houck, a former owner of the Pierpont Inn. ***“By focusing and getting buy-in from all the owners, we could move forward, make more money and eventually sell it for a high return, that would not have been possible without this process.”***

Lynn and Burt Smith used to run their network marketing business like a hobby. It showed in their bottom line. Their paychecks ran the gamut from feast to famine.

After creating a mission statement, says Lynn, ***“Now the checks are consistent. We’re more focused and goal-driven. Before we were in a boat without oars, just floating around and going where the wind took us. It gives me the oars that let me go in the direction I want to go.”***

Pastor Rex Holt had been charged with turning around a church so low in morale and effectiveness, its members joked about who would be around to turn out the lights when it finally closed its doors.

After creating a mission statement, ***“We baptized more in one month than in the previous five years ... within a year after the mission vision process,”*** Holt recalls. ***“The turnaround began during the process. Suddenly we were reaching families with kids and babies”*** - the foundation of growth for any church.

To help you enjoy results like these, I have developed a process that allows businesses to determine and define their direction and purpose. The exercises contained in this book were developed to help business owners, leaders, and managers focus on mission and vision and learn how to develop their own customized mission and vision statements.

I have successfully used these methods over the last decade to help businesses and organizations of all types and sizes in creating powerful mission and vision statements. This book explains the purpose and significance of mission and vision statements, and provides easy instructions and exercises to guide you through the development of your own personal mission and vision.

In the following pages, you will learn how to express – for yourself, your colleagues and your clients – the reason your business exists, so you can work toward a common dream. The words “mission” and “purpose” can be used interchangeably throughout this book.

This process gives you the key to long-term business success ... the ability to continuously respond to change. Transformation is essential for your business to





survive, prosper and deliver quality products and services to your clients.

Your unique mission and vision statements will serve as powerful tools in today's competitive and changing business arena. Come along and discover the amazing focus of a powerful mission statement and the magnetic attraction of an inspiring vision statement.

Thank you for giving me the opportunity to carry out my mission of helping you find your mission and desired vision.

Wishing you ease and grace on your path to success,

Don Midgett

