



A Worksheet to Develop the Mission, Vision, and Values for Your New Company

Mission Statement Defined: A mission statement defines what your new company does, who it serves, and how it serves (creates value for) its customers. A mission statement is designed to provide clarity of focus and direction for those in the company and answers the questions of who you serve and how. A mission statement also creates clarity of value for those outside the company and answers the question of whether this company can be of value to external stakeholders.

Examples:

- *“To bring affordable outdoor activities and water sports opportunities to all through the use of an environmentally friendly Anacortes Recreation Center”*
- *“Our Anacortes firm improves your key operating objectives for reliability, safety and productivity”*
- *“We empower people with process knowledge and information to drive maximum returns”*

Creating your mission statement

Step M-1: Develop answers to the three components of the mission statement (what your new company does, who it serves, and how it creates value) for your new company.

- What business problem, human need, or desire do your products and services fulfill?
- What are your products and services?
- Who do you serve?
- Who finds these products and services of value?
- What value do you provide?

Step M-2: Draft a mission statement (one or two sentences) that captures the above components in a *compelling* manner for your new company. To be effective, this will take several drafts.

Visions Statement Defined: A vision statement provides a dynamic and compelling view of your new company at some point in the future. A vision statement is an emotional driver to some big idea or challenge that drives those in the company toward your vision. Your vision statement can be a wild, crazy, unattainable idea as long as it provides a deeply emotional drive to accomplish something great to drive toward.

Examples:

- *“We are the number one provider in outdoor equipment in the world”*
- *“We are the global leader in improving the health and lives of people”*
- *“We nurture the American dream of small business ownership to strengthen and enrich our community”*



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Step V-1: List ideas for a vision for your new company. Pick a point in the future three, five or ten years from now. What do you envision for your company, yourself and the people in your company? Be creative, think out of the box and shoot for the moon. Don't be limiting and keep in mind that there are no wrong answers.

Some things to consider when defining your vision:

- **Financial Impact:** The profit and income of the company and your personal income and net worth.
- **Personal Impact:** What will attainment of the vision mean for you personally?
- **Recognition:** Seeking wealth, reward and acclaim or more time with family, friends and loved ones?
- **Size and growth of the business:** Will it be ever growing with hundreds of employees with regional, national or global reach or a small firm with limited employees and geography.
- **Culture of the business:** Will it be focused on staff and family or on serving the customer? Will it be governed by rules and processes or by innovation and change?

Step V-2: Now use the above to draft a vision statement (a single sentence) that captures the creative ideas in a compelling manner for driving your new company forward. Again, this will take several drafts.

Values Defined: Values are your new company's ethical and moral compass and decision making foundation. Values are the ideals and ethics that management holds dear. Values are for both internal and external consumption, telling those in the company how things are done and those outside the company why they want to be associated with your new company. Values are best when they are few in number (between five and ten) but high in meaning and lived daily.

Step V-1: For each of the values listed below, indicate either:

A – Absolutely critical and essential. These are required fundamental values that are of critical importance to you and are essential for your business.

B – Important but not essential. These are important values that have a strong meaning for you but you don't see them as essential to your business.

C – Not important or only somewhat important. These are good values but they are not that important to you and are not the values you believe are essential to your business.



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Add any other values you feel are missing from the list.

- | | | |
|--|--|---|
| <input type="checkbox"/> Accountability | <input type="checkbox"/> Drive | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Accuracy | <input type="checkbox"/> Energy | <input type="checkbox"/> Punctuality |
| <input type="checkbox"/> Achievement | <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Quality |
| <input type="checkbox"/> Aggressiveness | <input type="checkbox"/> Excellence | <input type="checkbox"/> Regularity |
| <input type="checkbox"/> An Extended Family | <input type="checkbox"/> Fun | <input type="checkbox"/> Reliability |
| <input type="checkbox"/> Attention to Detail | <input type="checkbox"/> Getting the Job Done | <input type="checkbox"/> Respect |
| <input type="checkbox"/> Care/Caring | <input type="checkbox"/> Harmony | <input type="checkbox"/> Responsibility |
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Honor | <input type="checkbox"/> Responsiveness |
| <input type="checkbox"/> Coordination | <input type="checkbox"/> Individualism | <input type="checkbox"/> Results |
| <input type="checkbox"/> Command | <input type="checkbox"/> Individual Initiative | <input type="checkbox"/> Risk Taking |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Innovation | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Competitiveness | <input type="checkbox"/> Integration | <input type="checkbox"/> Speed (of Operations) |
| <input type="checkbox"/> Concern for Environment | <input type="checkbox"/> Integrity | <input type="checkbox"/> Standardization |
| <input type="checkbox"/> Consensus | <input type="checkbox"/> Leadership | <input type="checkbox"/> Structure |
| <input type="checkbox"/> Continuous Improvement | <input type="checkbox"/> Learning | <input type="checkbox"/> Systemization |
| <input type="checkbox"/> Control | <input type="checkbox"/> Loyalty | <input type="checkbox"/> Teamwork |
| <input type="checkbox"/> Courage | <input type="checkbox"/> Market Leadership | <input type="checkbox"/> Timeliness |
| <input type="checkbox"/> Creativity | <input type="checkbox"/> Mentoring | <input type="checkbox"/> Togetherness |
| <input type="checkbox"/> Credibility | <input type="checkbox"/> Morale | <input type="checkbox"/> Tradition |
| <input type="checkbox"/> Curiosity | <input type="checkbox"/> Nurturing | <input type="checkbox"/> Truthfulness |
| <input type="checkbox"/> Customer Focus | <input type="checkbox"/> Organization | <input type="checkbox"/> Utilization (Max of staff) |
| <input type="checkbox"/> Customer Service | <input type="checkbox"/> Openness | <input type="checkbox"/> Vision |
| <input type="checkbox"/> Decisiveness | <input type="checkbox"/> Patriotism | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Discipline | <input type="checkbox"/> Performance | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Policies and Procedures | <input type="checkbox"/> Other: _____ |

Step V-2: For each of the values you marked with an A in step V-1, list and organize the values into groups of similar or related words into between three and ten groups. A value may appear in more than one group, for example: integrity, truth, honesty, honor, openness, respect.

Step V-3: Once your values are organized into groups, identify the main theme of the group. The example group above might have a theme of integrity (because that is the value that resonates most in this example). Now create one statement or paragraph that represents the group and provides a definition of what that means to you.

For example:

Integrity: We show respect for our clients and partners by being open, truthful and honest in all of our business dealings.

The Anacortes Chamber of Commerce wishes you every success in your new business!