

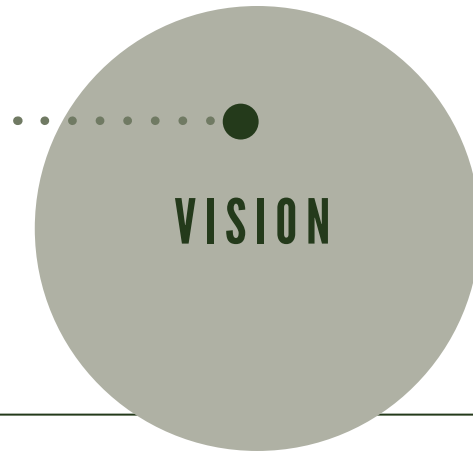
Vision & Values

GET CLEAR HERE BEFORE YOU START MARKETING

WHY IS IT THAT DO YOU WHAT YOU DO
WHAT IS IT THAT YOU DO
HOW DO YOU DO IT

YOUR VISION IS YOUR WHY

The vision is big, lofty and aspirational. It is future focussed and may never be achieved rather, it is something to strive towards. It stands the test of time. It serves as inspiration for you, your customers and your staff.
Example: "Our vision is to create a better every-day life for many people." – IKEA



WHY
+
WHAT



YOUR MISSION IS YOUR WHAT

If the vision is the big goal, the mission describes the things you do to move towards the goal. The mission is the what. Example: "Offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them." - IKEA

PURPOSE STATEMENT

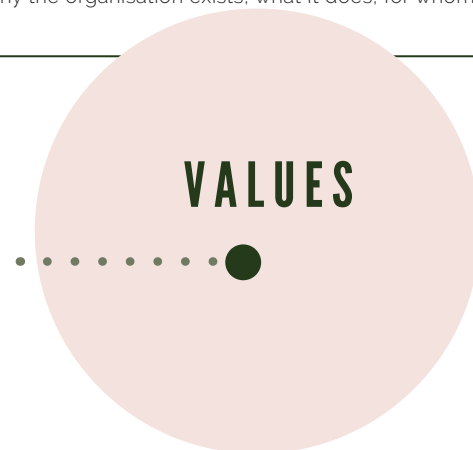
Also called a vision statement, your purpose statement is a punchy few lines about why you exist, what you do, it may bring in some elements of the how, your competitive advantage and the industry you play in. It is the refined statement that can be used on marketing materials, pitches, place it for your customers to see in reception and use it in recruitment ads. People want something to believe in to help them make sense of things and the search for purpose is becoming a vital factor in consumer choice.

Example: 'We exist to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world'. - CANADIAN RED CROSS. This statement explains why the organisation exists, what it does, for whom, and the benefits.

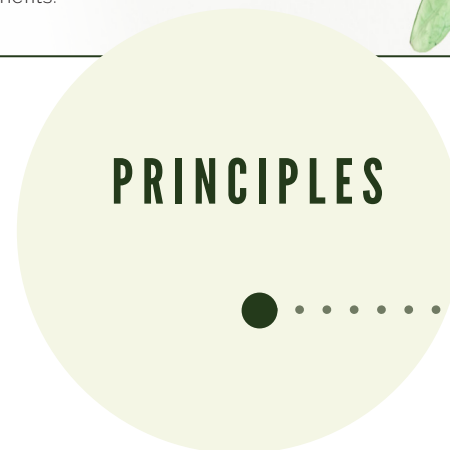


CORE PILLARS OF YOUR IDENTITY

Your company's values act as a guide on how you run your company. They are the things that really matter to your business - the ideas and beliefs that you deem most important. Values are the ethics that your business and its staff conduct themselves against.
Example: Customer Commitment, Quality, Integrity, Teamwork, Respect for People, Good Citizenship, A Will to Win, Personal Accountability. - ADOBE



HOW



YOUR VALUES IN ACTION

Guiding principles are your values expressed in a way that are actionable. Whereas you can freely shout your values to the world, principles are usually for internal use only.
Examples: If a value is 'fun' a principle could be "At <business name> we celebrate our wins"
If value is 'integrity' - "We speak up and we question the ambiguous."

