

## Notes

Why are we in business?

What do we do?

How do we do it?

What's our purpose?

Who do we server?

## MISSION STATEMENT

A Mission Statements shouldn't be meaningless jargon and vagueness but a well-crafted statement that acts as a compass for a brand's direction. Mission questions include; why are we in business, what do we do, and how we do it? It needs to describe the purpose of the organization, who it serves, and most importantly the unique value it provides to its customer.

To begin, the organization needs to define what makes it different and the reason why customers would prefer it over the competitors. The organization then needs to think about what ways it will measure its success.

### Starting Point:

Organization (THE NAME OF YOUR COMPANY)

serves (YOUR AUDIENCE)

by (DEFINITION OF THE BUSINESS)

Organization (THE NAME OF YOUR COMPANY)

is different from (COMPETITOR)

because of (POINT OF DIFFERENTIATION)

### Craft Your Mission Statement

A companies mission statement is a declaration of its core purpose and focus.

- Serves as a filter to separate what is important from what is not.
- State which markets will be served and how.
- Communicate a sense of intended direction to the entire organization.

### Mission Statements

**MGM Resorts International** is the leader in entertainment & hospitality—a diverse collection of extraordinary people, distinctive brands and best in class destinations. Working together, we create partnerships and experiences that engage, entertain and inspire.

#### Coca-Cola

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

**Twitter:** To give everyone the power to create and share ideas and information, instantly, without barriers.

**Lego:** 'Inspire and develop the builders of tomorrow'  
Our ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future—experiencing the endless human possibility.