

The Mission Statement

The purpose of your business is its mission.

A mission statement is a formally written summary of the core **purpose, aims and values** of a company, organization, or individual, which normally does not change over time. It is the **journey** towards a goal to be accomplished. It identifies the what the business is about, its **priorities**, which market will be served and how, and **communicates** a sense of intended to **direction** the entire organization.

A mission statement serves these main functions:

- To communicate the direction of the organization.
- To help make day-to-day operating decisions.
- To keep the organization focused.
- To motivate employees.

The mission statement of a business must be concise, clearly written, **relevant to its public**, and embraceable by employees, in support of the direction of the company's operations.

Let us put together a mission statement for your business, or update the mission statement if the purpose of the business has evolved with the times or taken on a new direction.

A brief interview and a short questionnaire will provide the necessary information to develop a professionally conceived mission statement, for a mutually agreeable small fee. Contact me to schedule a free appointment.

Web & World
MARKETING COMMUNICATIONS

www.webandworldmarketing.com • liza@webandworldmarketing.com
(724) 614-9525

