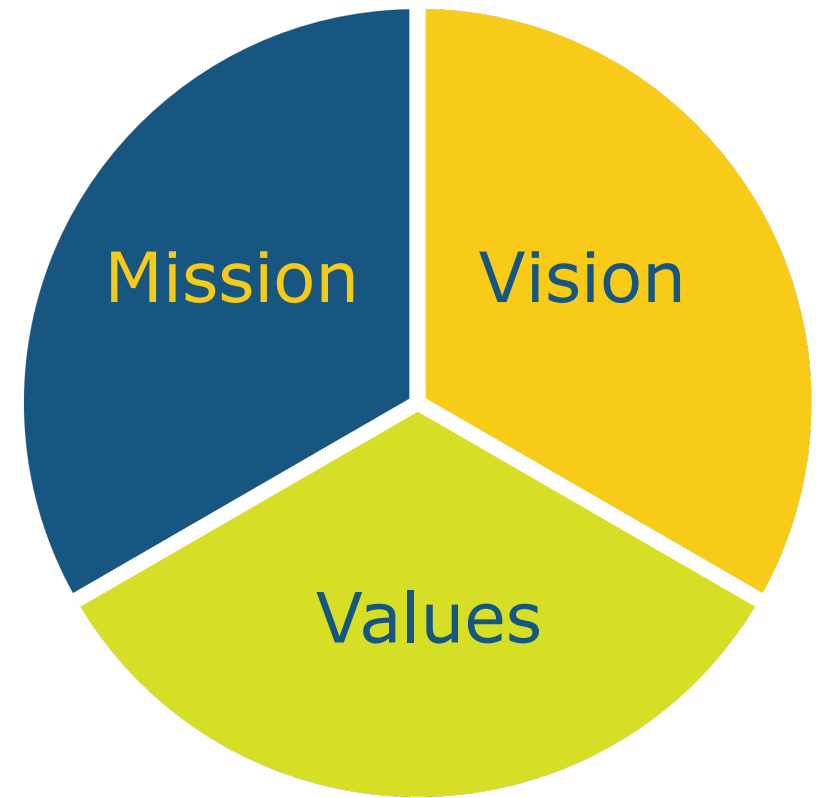


Winning Strategies

Building Your Business
on the Pillars of
Mission, Vision, and Values

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Harnessing the Power for Business Growth

For me, the most important foundation to have in your business is the Mission, Vision and Values (which you may see referred to as MVV).

These are the base for all your business decisions – not sure if a project/piece of work/product/person fits your business – assess it against your Mission, Vision and Values!

And yes, I did say person above – if you're bringing someone into your business to help you then they do need to be on board with what you are aiming to achieve and especially the values you want your business to run by. Skills can be trained, bringing someone in that aligns with you will save time, cost and headaches further down the line.

But I am getting ahead of myself, in this book we are going to be looking at creating your own business Mission, Vision and Values, which will align with your personal Mission, Vision and Values but will be slanted slightly differently (this can be an important distinction later down the line as you look to grow, expand or sell your business).

Quick note – you are going to see the words Mission, Vision and Values A LOT in this book, I want you to really get how important they are!



Introduction

Every decision in your business can pivot the path of success or failure, clarity and direction it is essential to get them right. This eBook is dedicated to unveiling the profound impact that a well-articulated Mission, Vision, and Values can have on your business. Whether you are launching a startup or steering a well-established corporation, understanding and integrating your Mission, Vision and Values into every facet of your operations can be the compass that guides you through the tumultuous seas of the business world.

The Cornerstones of Strategic Direction

Mission, Vision, and Values—these three pillars form the foundation upon which successful businesses are built. But why do I go on about

them so much and what makes them so crucial?

Remember you are looking at these with your Business Head on.

Mission Statement: This is your business's heartbeat, its reason for being. A clear mission statement defines the purpose of your business, informing your employees, suppliers, customers and potential customers about what you do and why you do it.

Vision Statement: If your mission is the heartbeat, your vision is the horizon. It's where you're heading, the future you're striving to create. A true vision statement inspires and motivates, providing a long-term goal for everyone involved.

Values: These are the principles and beliefs that guide your actions and decisions. Your values are the DNA of your corporate culture, influencing how you interact with customers, employees, and