

MAXIMIZE YOUR MARKETING 1.2

MISSION, VISION, & VALUES

Business owners often zoom past the exercise of putting pen to paper (or fingers to keyboard) to write their foundational plans.

Business owners that dig in and develop these plans know where they're going and why. When you have a plan, you have a map and a vetting process. Out of all the big and little decisions you'll face when establishing and running your business, your internal plans are critical to steering you toward the experiences and identity you want. Plans can also steer you AWAY from experiences that are not worth your time or effort.

Over time, you will likely have a business, operations, marketing, and sales plan. For now, build or update your business and marketing plans as you gain clarity about the who, what, when, where, and why of your business.

I have a business plan

I have a marketing plan

If yes, refer to and update plan throughout this course.

If no, let's begin creating one from RRSBDC Resources (see our Entrepreneur Guidebook)

VISION STATEMENT

The big, overarching, long-term, goal of your business.

MISSION STATEMENT

What guides the way you do business every day, in every way.

VALUES/ CODE OF ETHICS

The framework guiding how you do business and where you place value, in all interactions.



LET'S PUT IT INTO PRACTICE

Let's chart the roadmap of your business.

Write a vivid, specific picture of what you hope to achieve or become with your business.

VISION

What will your business do in big and little ways to achieve its vision?

MISSION

List the beliefs and principles that guide how your business behaves and interacts internally, with customers, suppliers, and stakeholders.

VALUES

Take the time to do this exercise. This work sets the foundation for future work in this course and the success of your business.

