

2.1 VISION AND MISSION

An effective business vision and mission will ideally explain and affect all areas of your business. Including

- the reason the business exists
- why people work there and what they do
- identify customers and suppliers



Without a vision, a business does not have a 'North Star' as a reference for its journey and may go off track over time.

Even though a business may not have a formal vision, the vision may exist informally in the mind of one or more people influencing the business.

The vision and mission is important for your business and can take more time than is available in this session to get right. In this session, we create a vision and mission to be used for the rest of the course. If the vision and mission created is not perfect for your business, the process of fine-tuning can continue during other sessions of the course and after the course has finished.

It may be the case that, your ideal vision and mission will become clearer after your business has been modelled and you can review what your business does.

The following definitions are provided for the purposes of modelling your business using the BUSINESS ON A PAGE Advantage framework.

2.1.1 A business vision

A vision inspires you and your business to do something beyond what you would ordinarily do now and in the future. To be effective, the vision:

- is an ideal and may be beyond your realistic ability
- inspires those who find out about it to also reach for the vision and
- is clear, so that it can be understood by others

2.1.2 A business mission

The mission defines what you will do to make the vision a reality. There may be one or more steps to achieve the vision.

Consider each mission to be like an army mission that is created to win a battle.

2.1.3 Example:

The vision to free villagers from captors during a war could require a troop of soldiers to:

- block all access to and from the village
- show the might of the artillery available
- receive the enemies surrender



2.1.4 Exercise

Close your eyes. Take time to imagine the sights, sounds, tastes, feelings and smells of your ideal holiday. Describe this holiday in one sentence (or two if necessary) to another person.

Ask the other person if they can picture this holiday.

Work together to write down a few high level steps to make the holiday real.

If you prefer, try this exercise with an ideal meal, book, house and etc...

2.1.5 Follow-up exercise

Now attempt to verbalise your business vision and the missions required to achieve this vision. Use the same technique from the previous exercise.

Note: The vision and mission statements that you create will be used for ongoing exercises and provide the start of your business model in your Business Modelling software.

2.1.6 Additional reading

Vision/Goal setting. The Six Steps of Goal Setting. <http://www.gwlawson.com/vision.htm> Lawson Small Business Consultants, 2006

Strategic Planning. From Wikipedia, the free encyclopedia, 2007
http://en.wikipedia.org/wiki/Vision_statement#Mission_statements_and_vision_statements

