



# Clarifying Your Business Purpose

Using the information generated from the steps above, create a **vision** and **mission** statement that summarizes what you are committed to doing to add value to customers.

Select the most important items from your customers' needs/wants, challenges and your benefits lists. Then, use them to create a vision and mission statement.

- We are committed to providing \_\_\_\_\_ (Benefits)
- That help our customers overcome \_\_\_\_\_ (Challenges)
- And achieve desired outcomes \_\_\_\_\_ (Needs/Wants)

When you have finished your initial draft, share it with someone that can give you objective feedback.

Vision and Mission statement example:

We are committed to helping clients achieve ideal outcomes in their personal and professional life.

Together, we will:

- Clarify your purpose
- Assess your ideas
- Develop your plans
- And, more

Keep your vision and mission statement with you and use it to help stay on course when setting goals, making decisions and taking action.

**Your Vision and Mission Statement:**