

One of the most important tasks when starting a business is the creation of your vision and mission statements. When writing your business plan, you'll need to include vision and mission as the anchor to your plan.

Your vision statement is designed to provide the big picture, visionary positioning of your business. It's meant to reflect where your business will be 40, 50, or 100 years from now. Your vision statement will remain relatively unchanged over the life of your business. An effective vision statement reflects a healthy disregard for what is impossible. In other words, it should represent a lofty, seemingly unreachable condition of your business. The vision statement should be one or two sentences at most, and is more effective if it's in simple language that is easily understood.

Creating a powerful vision will allow you and your team to think in a visionary way, and strive to reach the audacious place you've described. Once created, it's important to keep it alive by publishing it in marketing materials, posting it internally, and bringing it up regularly in meetings. Allow your customers to be a part of your vision by sharing it with them. Your vision is a guide that will take you to where you want to be.

Establishing a great vision statement is not enough to accomplish your goals; you must have the appropriate action plan in place as well. Conversely, having a great action plan and no vision results in less focus and potentially disappointing results.

A complete business plan requires more than a vision. The next step is to create your mission statement and/or core values. Check out tomorrow's blog for helpful information designed to help you create mission and core values.

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