



Episode 1 – Mission, Vision, Values and Culture

Creating a mission statement is to help you understand why you are in business.

When putting your mission statement together you need to answer the following 3 questions:

1. Why do you exist?
 - Think about why you are in business
 - Why do you do what you do?
 - What is your purpose?
2. Who does your company help?
 - Who is your ideal client?
 - Who do you serve?
3. What problem do you solve?
 - What pain do you take away from your clients?

Examples of mission statements:

Amazon – ‘It’s our goal to be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online’

Coca-Cola – To refresh the world in Mind, body and spirit. To Inspire moments of optimism and happiness through our brand and actions. To create value and make a difference.

Ebay – Provide a global trading platform where practically anyone can trade practically anything

Ikea – At Ikea our vision is to create a better everyday life for the many people

Tesco - Serving Britain's Shoppers a little better, every day

TIP - Keep it clear and concise

MISSION VS VISION

Mission is the here and now and vision is about where you are heading

VISION

Vision is the aspirational outlook of the business, i.e. where is it heading, it is the long-term goal.

VALUES

Values of a business are the fundamental beliefs that a business has. And they become the guiding principles that help shape the behaviour of the people that work in that business.

Examples of values:

C&A

Passion for our customers

Responsibility with trust

Delivering together

Integrity

Continuous Commitment

British Airways

At the core of our brand lies 'To Fly. To Serve.', our longstanding motto represented in our Coat of Arms and our promise to our customers.

These words describe the passion and expertise that we set out to demonstrate every day, delivering a unique combination of unrivalled flying know-how along with a personalised and thoughtful service experience that exudes British style and sophistication.

British Gas

Our purpose - "Help people today and secure energy for tomorrow"

We've identified 3 values that get under the skin of our culture:

Do what's right

We care about doing what's right for our customers, for each other and our business.

We use our heads and our hearts to make fair decisions and we're not afraid to hold ourselves to account.

Love simplicity

We keep things simple and focus on what really matters.

We're passionate about making it easy.

Be extraordinary together

We do bigger and better things when we work together.

We use our unique mix of people and skills to deliver great service.

CULTURE

The culture of your business can become your brand, and is underpinned by your mission, vision, and values. Every business has a different culture and the culture of your business can help create customer loyalty and help you attract the best employees.

SUMMARY

In this podcast we covered Mission, Vision, Values and Culture, and the main thing that stands out is that all 4 of these elements interact with each other and support each other in creating a company's unique DNA, and even the smallest of businesses can benefit from creating a Mission/Vision statement which you can use to remind yourself why you are in business, and keep you motivated, and as you grow you will create values along the way which in turn will help you create a great company culture that will stand you in good stead as you grow and flourish.