



WHO ARE YOU

**THE COMPANY BEHIND
THE PROMISE**

THE SECRET BEHIND WHY A MISSION STATEMENT IS ESSENTIAL FOR YOUR BRAND

For making strategic decisions, having a clear mission statement is essential.

An effective mission statement may also be used to track progress toward your company's goals. The process of writing your mission statement will also assist you identify your ideal customer base. In addition to outlining what your business does, a mission and objectives identifies who your brand serves. You may also use a mission statement to help you connect with your audience and define your audience's needs and wants. For your brand's story to resonate with customers, you need to have a clear purpose statement that serves as the foundation of your brand's narrative.

A mission statement serves as a representation of your company's values and goals to both current and future consumers and workers. It serves as a road map for both employees and the company's overall culture. In addition to a well-crafted vision statement, a solid mission statement is crucial for guiding day-to-day business activities. Without a documented mission statement, it might be difficult to plan for the following month's activities or to make the next business choice for the company. Customers, workers, partners, and corporate executives will all benefit from a mission statement that reflects the brand's values. It aids in the development of business relationships, the acquisition of new clients and employees, the monitoring of progress, and the making of important business choices.

The ship is well-steered with a clear mission statement.

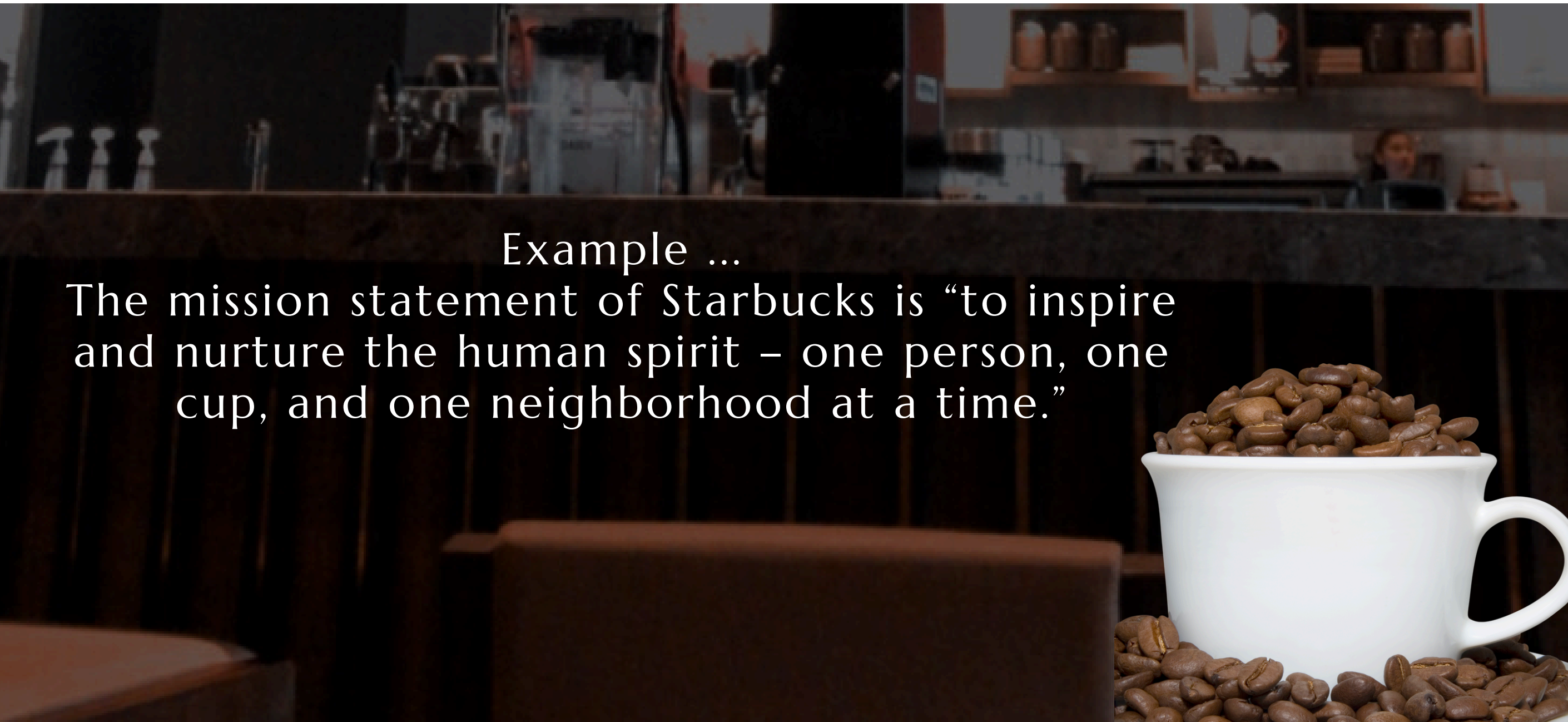
MISSION STATEMENT DEFINITION

Mission should define the organization line/lines of business, identify its products and services, and specify the markets it serves at present and the near future...

the value you create _____

for who _____

the benefit they recive _____



Example ...

The mission statement of Starbucks is “to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.”

VISION STATEMENT DEFINITION

Creating a brand vision statement is like creating a road plan. It serves as a source of inspiration and motivation for you company’s employees and consumers. Answering the following questions will help you guarantee that your brand’s vision statement is looking to the future:\

for _____

who _____

the _____ is a _____

that _____

unlike _____

our product _____

EXAMPLE

for *(target customer)* _____

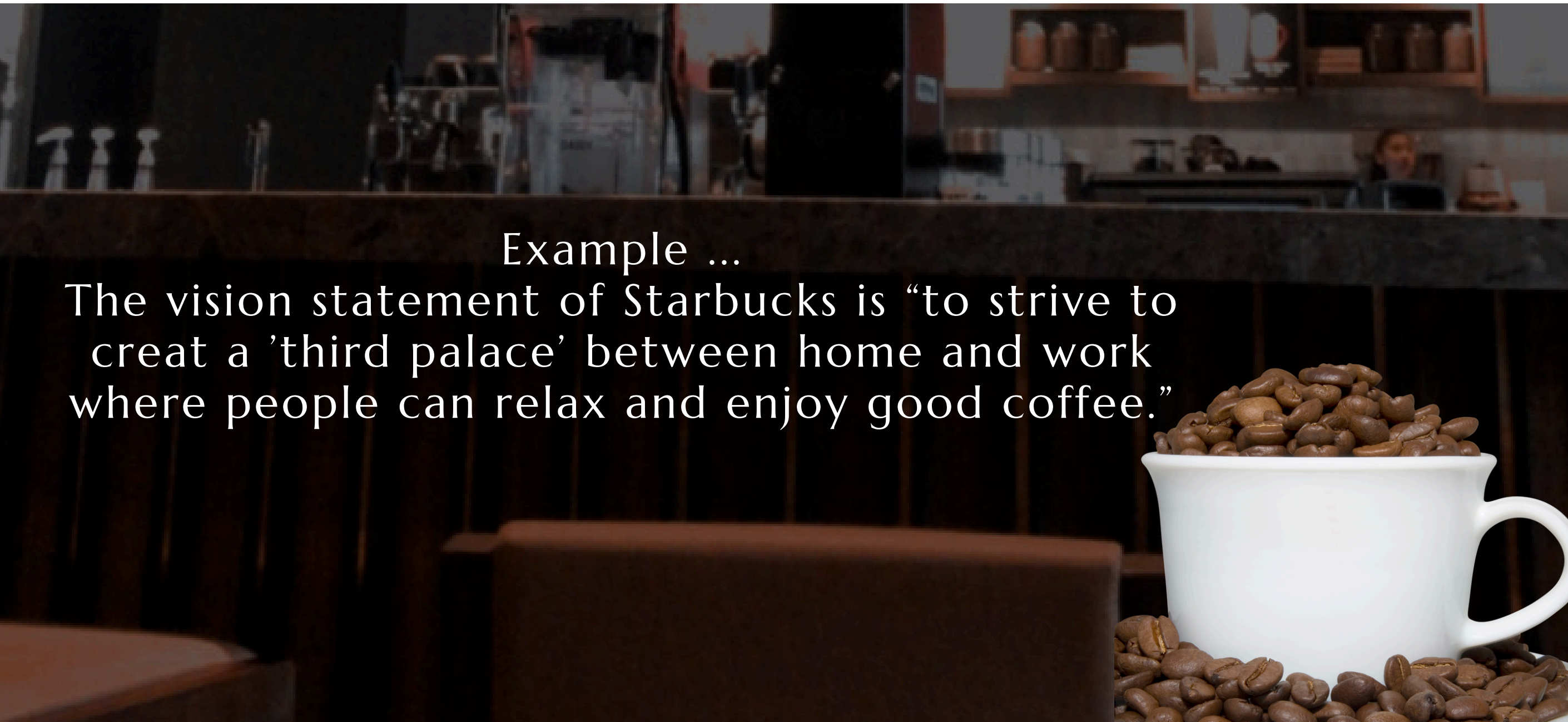
who *(statement of need of opportunity)* _____

the *(product name)* _____ is a *(product category)* _____

that *(key benefit, reason to buy)* _____

unlike *(primary competitive alternative)* _____

our product *(statement of primary differentiation)* _____



Example ...

The vision statement of Starbucks is “to strive to creat a 'third palace' between home and work where people can relax and enjoy good coffee.”

HOW TO DEFINE YOUR CORE BRAND VALUES & WHY

Your core brand values are the compass that points to the true North of your business success. Values stand at the very core of your brand. They're the center from which everything radiates.

V	IRTUE	<div></div> <div></div> <div></div>
A	CCURACY	<div></div> <div></div> <div></div>
L	EADERSHIP	<div></div> <div></div> <div></div>
U	TILITY	<div></div> <div></div> <div></div>
E	FFICIENCY	<div></div> <div></div> <div></div>
S	TRENGTH	<div></div> <div></div> <div></div>

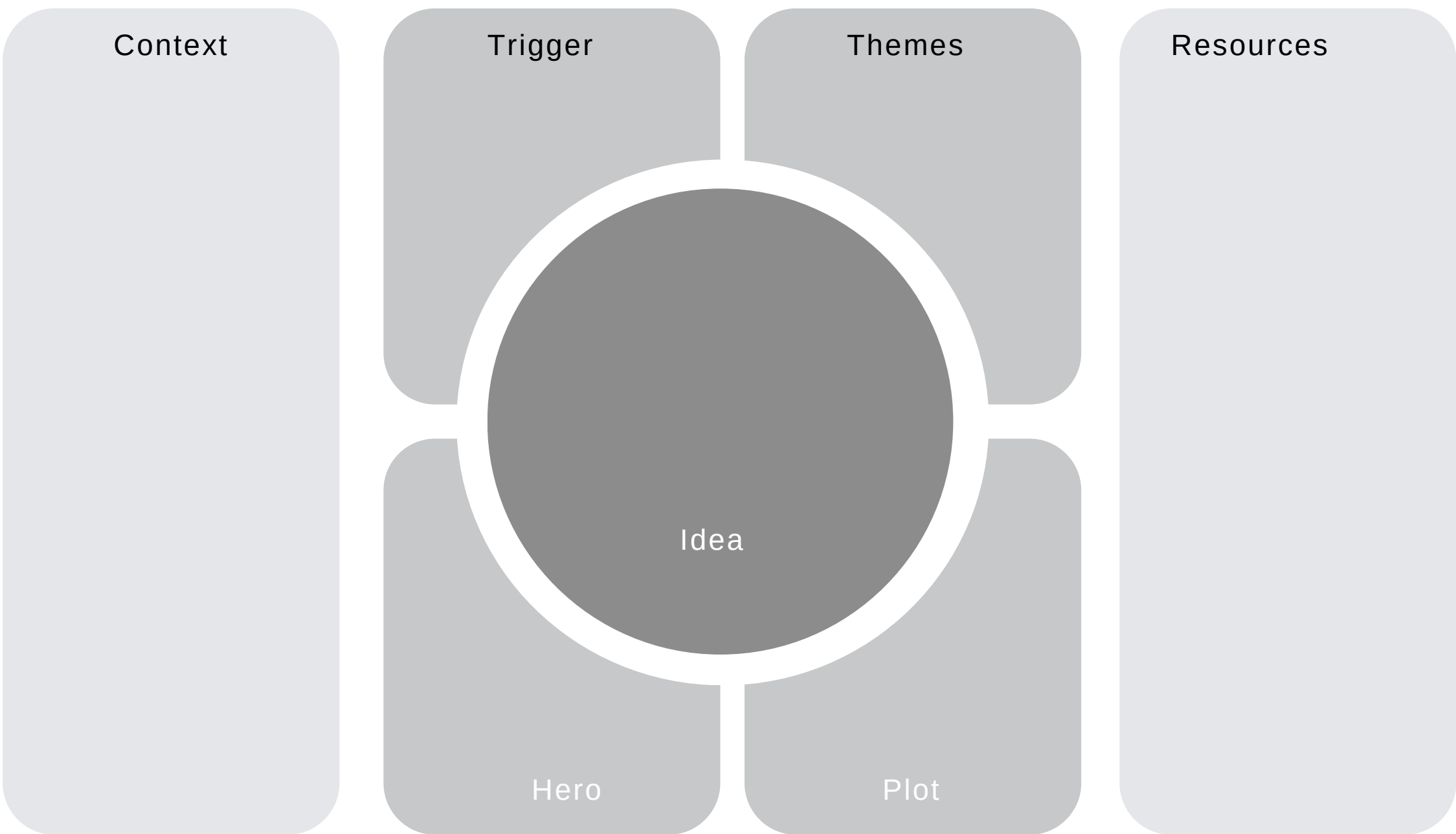
“A brands’ value is merely the sum total of how much extra people will pay, or how often they choose the expectations, memories, stories and relationships of one brand over the alternatives.” - seth godin

YOUR AUTHENTIC VOICE.

If the tale is skillfully written, we feel as if we are experiencing the experience ourselves. We learn more, retain knowledge, and develop emotional attachments to the characters when stories hold our attention and make us care about the plot and characters. Stories elicit feelings of empathy and link us to others.

Trust, loyalty, and engagement are all built on compelling brand stories. Customers now care more about your company's values than simply the programs, products, or services you provide. So why is it so important for every brand to communicate its own story

Brand storytelling is how to craft a brand narrative that resonates with your customers, and how to identify examples of brand stories that inspire authentic connection and conversion.



“Storytelling offers the opportunity to talk with your audience not at them.” - laura holloway

YOUR AUTHENTIC VOICE.

Leadership is more than a role; it's a responsibility to guide with authenticity, purpose, and alignment. Your personal mission statement serves as a compass, aligning your individual goals with your organization's mission, vision, and values. This alignment fosters clarity, strengthens your leadership identity, and amplifies your impact.

Craft a mission statement that embodies your leadership values and principles while reinforcing your organization's brand messaging. By now you have a clearly articulated personal mission statement that drives both your professional growth and organizational success.

"Your voice is the foundation of trust and influence; it empowers you to lead with integrity, connect with others deeply, and inspire lasting impact."



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Are you sure you have created a brand image and identify, a position and messaging that conveys the promise your ideal clients are looking for. Find the tips, tools & techniques to help or reach out to us directly for help.