

The path to a healthy brand: Mission, vision & values



Your mission, vision, and values form the foundation of your brand. A successful brand uses these elements as a touchstone – ensuring every move they make always point back to these operating principles.

Mission

Your mission is your company's purpose. Why do you exist? And for whom? What do you hope to help them accomplish? Here are some inspiring mission statements. While you're reviewing, determine if you think these companies have lived up to their mission.

Warby Parker: To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

Nordstrom: To give customers the most compelling shopping experience possible.

Coca-Cola: To refresh the world in mind, body and spirit.
To inspire moments of optimism and happiness through our brands and actions.
To create value and make a difference.

What do you want your company to stand for?

Do you want to stand up for social causes? (Toms)

Are you looking to disrupt the industry? (Tesla)

Do you want to be known for excellent service? (Starbucks)

Are you continually innovating? (Apple)

Do you offer your customers value for a good product? (Lumber Liquidators)

Are your products high-performing? (Dyson)

Or are you more of a luxury brand? (Gucci)

Do you represent a sense of style? (Target)

Or are you more about the experience you offer your customers? (Disney)

What is your company's mission?

Vision

A vision statement is the beacon all of your employees follow. It is the reason you get out of bed in the morning because you have an altruistic goal. It's your company's reason for being.

How does a vision statement differ from a mission statement? Mission statements are about the now. What do we do today to help our customers? Vision statements are about the future. They are about how your company is going to make the world a better place for having been in it.

Here are some examples to spark your thinking:

"Our vision is to create a better everyday life for many people." – IKEA

"We will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people." – Toyota

"To develop leaders who will one day make a global difference." – Harvard University

"To make people happy." – Disney

"Helping content creators around the world to find a global audience." - Netflix

"Making the best possible ice cream, in the nicest possible way." – Ben & Jerry's

"We will help people live longer, healthier, happier lives." – CVS

"Our vision is a world without Alzheimer's." – Alzheimer's Association

What is your company's vision?

Core Values

This is your business, right? This is where you get to define the heart and soul of it. These are your guiding principles. This is what you believe and what you want your employees and customers to believe about your business. I mean this is your chance to build your dream company. Where do you want to work? Where do you not want to work? Let all your past positive and negative experience inform how you want to run your company. Research companies that you respect and gain inspiration.

Here are some of my favorites:

Google

- Focus on the user and all else will follow.
- It's best to do one thing really, really well.
- Fast is better than slow.
- Democracy on the web works.
- You don't need to be at your desk to need an answer.
- You can make money without doing evil.
- There's always more information out there.
- The need for information crosses all borders.
- You can be serious without a suit.
- Great just isn't good enough.

Zappos

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

Southwest Airlines

- Live the Southwest Way
- Warrior Spirit
- Servant's Heart
- Fun-LUVing Attitude
- Work the Southwest Way
- Safety and Reliability
- Friendly Customer Service
- Low Costs

What are your company's core values?

Our Mission:

Our Vision:

Our Values:

Print this page and give copies to each of your employees.

Feeling a bit overwhelmed?

Aligning on a single mission, vision, and set of values is no easy task.

Vitals Branding & Marketing can help you move through this process methodically. And to put your mind at ease, we guarantee results in the first 90-days or we'll work for free until you do. [Schedule a consultation](#) or call 303.588.0517.

