



Missions & Values

**GROWTH
MODULE**

1 Missions & Values

Missions & Values

When you are looking to grow an existing business, it is important to define its purpose for existence and establish your business ethos. This is possible by drawing up a [mission statement](#), a [vision statement](#) and an outline of your [company values](#).

A vision statement is the motivator in your business and reflects a sense of organisational purpose whereas a values statement clarifies how you operate. A values statement reflects the core ideology of your organisation by outlining an ideal future. A mission statement is used to describe the function of your business: what you do, who your customers are and how and why you do it. This provides the scaffolding for your business activities and is essential to determine who you serve when looking to the future.

The hardest part of deciding upon your mission, vision and values is determining what your business is. This can be especially true when there is more than one leader in a business, with everyone having their own idea of what the company is about. However, this also allows for discussion of ideas of what the business exists for.

This process, almost as much as the output, allows for an understanding of why the business exists, and influences every aspect of business growth.

Example Vision Statement – [Heinz](#)

[Team Building & Collaboration](#) - We embrace great ideas from everywhere and everyone and respect all individuals.

[Innovation](#) - We spot consumer and customer needs and meet them with simple, creative solutions.

[Vision](#) - We define a compelling, sustainable future and create the path to achieve it.

[Results](#) - We deliver on commitments, take accountability and balance the short- and long-term.

[Integrity](#) - We always tell the truth, act with the highest ethical standards and ensure that our products are of the highest quality.



The information contained in this document is for guidance only and should not be relied on without obtaining appropriate advice. The information is not intended to render legal advice and is general information only.