

Defining Brand Identity

Purpose, Vision & Mission



Introduction

Defining the purpose, vision, and mission of your business are some of the most important efforts you'll make when it comes to guiding your organization.

Having a clearly defined purpose, vision, and mission statement help others understand who you are and why you do what you do, as well as guide your organization internally, serving as a barometer for continued success and internal alignment.



Purpose

A purpose statement is a short phrase that explains the reason you exist.

It's what drives your business and it should be written in the present tense, as though you are still living it today.

Your passion for what you do should come through when writing this type of sentence so have fun with it!

What is the purpose that started our organization?

Examples:

"We exist to provide families with affordable housing options."

"To inspire every student that comes through our doors."



Vision

A vision statement is written in the future tense as though it has already come true.

It describes what your organization and the world around you will look like when you have fulfilled your purpose.

What future do you want to help create?

What does the future look like if we succeed?

Examples:

*"To be one of the world's leading producers and providers of entertainment and information."
(Disney)*

"To help the world run better and improve people's lives." (SAP)



Mission

A mission is more than just goals for your business.

It's the overarching purpose that ties everything together.

It should be written in the future tense as well and described using action verbs to show exactly how this mission will come about.

Ask yourself: "What are we here to do?"

How do we create that future laid out in the vision statement?

Examples:

"To be the most feared and respected organization in this industry, as well as the top employer." (UFC)

"Our mission is to build an innovative portfolio of branded consumer products based on our world-class research and development that anticipates and satisfies people's desires for healthy, convenient, affordable food anytime. Our passion is nourishing people. Our purpose is sustaining life." (Campbell Soup Company)



Refine it

Use this page to re-write and refine your purpose, vision and mission statements.

