

Module 5 Text

Keeping on track

- To keep on track you need to know exactly what your business is about. It is easy to get distracted, but if you can have a single 'idea' in your head, it will help you stay focused.
- A slogan is a one sentence saying that sum up what you do and gets attention. It is memorable and usually associated with a logo.
- A mission, or mission statement, is what you want to accomplish. Ask: What exactly does my business do? What is my business all about?
- A vision, or vision statement, is where you see your business going and impacting the world. Ask: Why am I doing this business? What long term effects do I see because I am doing this business?
- Core Values define what you do internally and creates the 'feel' of your business. Ask: How do I keep everyone in my business going the same direction? Core values are the essence of what drives your business and makes it unique. They are what is at the center of everything you do.
- A Manifesto is creative way of putting all your statements in one area. It is more conversational and can include any and all of the above statements as well as specific sayings that you have in your business. Manifestos add unity to your business and define the internal navigation of your company. You want your company to be the same no matter if you are there or not. You want your employees to know what to expect and how to run the business when things aren't exactly going perfectly.
- An Elevator Pitch is a 30 second snapshot of your business. It should tell enough that people know what you do. It should build curiosity and interest in your business so that the person you are talking to wants to find out more.
- These are guiding principles instead of hard fast rules.

ACTIONS TO TAKE

- Write out and practice your elevator pitch.
- Choose at least one of the following: Slogan; Vision or Mission; Creating a manifesto.
- Complete Core Values worksheet.