



MODULE 2: ARTICULATING YOUR BRAND MISSION AND GOALS

Welcome to Module Two in the **Red Slice Brand Bootcamp** series:
Articulating your Brand Mission and Goals

SLIDE 2: In this session, you'll finally LEARN the difference between a mission and vision statement and which one you really need and then you'll CLARIFY your own brand mission and vision to guide all of your business and brand activities. We'll talk about the importance of ARTICULATING your business values so you attract the right types of customers, clients and even partners and employees, and finally we'll talk about how to DEFINE brand goals to measure your progress and success.

SLIDE 3: You may be familiar with corporate or even non-profit Mission Statements. But what is it, really? **Your mission statement is a precise definition of what your organization does on a daily basis and what you want to accomplish.** It's what you do every day at a macro level and it should describe the reason why your business or organization exists. Forget sales, consulting packages, or the rest. Regardless of the product or services you offer, **what is your reason for being?**

Yes, your company exists to make money. But people won't connect with a brand just to make you rich. You need a higher purpose, something for people to believe and connect with. And frankly, *you* need that, too, if you're going to create a lasting and successful business and pour all of your energy and hard work into it!

Some examples are here for you to see. There's no hard and fast word count for a mission statement, but I'm a fan of keeping things clear and simple. Mission statements are best when they start with active verbs that describe WHAT you are doing: My mission is to..... Fill in the blank with a verb or two.

"Make flying good again" (Virgin America)

Our mission: to inspire and nurture the human spirit— one person, one cup, and one neighborhood at a time." (Starbucks)

"The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit."
(Southwest Airlines)

Now, I have to admit a personal bias here. I don't believe "offering high quality customer service" is a good enough brand mission. It doesn't explain why you do what you do – to me it just states HOW you do it. But again that's a personal bias. Your mission for why you go to work every day and do what you do should speak *to you* but also give your customers or clients something about which they can get excited.

"To provide effective means for the prevention of cruelty to animals throughout the United States" (ASPCA)

You mission statement can serve as a good sanity check for introducing new products or services to market: if they support the mission and can make you money, go for it. If not, don't bother doing it.

SLIDE 4: In contrast, **your Vision statement is a lofty description of an end state that you hope to achieve.** What is your business' ideal preferred state? What would you like things to be like as a result of your hard work? It could be about how your business changes the world or makes something better. You can think of this like, "If my business was successful and no longer needed, what would the world look like" – maybe your vision is "That no child in America ever goes to bed hungry again." It could be something about the end state for your company itself, like, "To be the country's most admired and respected life coach for stressed out business executives."

I don't believe every business needs a formal vision statement, but if you want one, this is what it should accomplish:

The vision statement should draw on the beliefs, mission, and environment of the organization. It should describe what you want to see in the future. It should be positive and inspiring. You also should not assume the system will have the same framework as it does today - you must be open to dramatic modifications to your current organization and methodology, as well as suspend doubt around what things could be like.

Ask yourself these types of questions: Where will my company be in the long term? Will it be the premier provider of a particular product or service? Will it be one of the top ten international players in a particular market? What is the ultimate "to-be" state for my company or for the impact we will have on our target market or on the world at large?

Again, not every business needs a Vision Statement in addition to a Mission statement in my humble opinion, but if it makes sense for you, this is a great way to frame it.

SLIDE 5: This is a great example I've seen about an effectively written Mission and Vision statement, meeting all of the criteria we've discussed. Freehold is a local theatre company in Seattle, Washington. Notice it starts off with a verb – Engage – to describe what they do every day and then explains why they do it: To ENGAGE artists of all levels in training and experimentation SO THAT THEY MAY become more innovative and heartfelt in GENERATING THEATRE that has a lasting impact on the community we serve.

Their vision is very lofty and takes a world view: We at Freehold believe theatre should inspire people to embrace the full range of human experience and connect us all more deeply to ourselves and to each other. In order for theatre to accomplish this, it must be truthful, illuminate the unseen, and articulate the unspoken. To realize this potential, THERE MUST BE A PLACE dedicated to research and experimentation in training and performance for working artists, inspired novices, and willing audiences.

See the power in giving your employees, your customers and YOU a reason to join the tribe and get out of bed in the morning?!

SLIDE 6: Now let's talk about Values, your philosophy, what you believe and how you approach your work. Also known as Guiding Principles, thinking about and stating these clearly enables customers or clients to see how you think, feel and approach your work – they can then decide if they like your philosophy and what you stand for and what you don't. This is what separates those who want to join your tribe, from those who don't – and remember, we care about our target audience. Who are we talking to? Think about the Starbucks example I gave you in Module One.

Values are a code of ethics for your business and are part of your brand communication: What are the most important “credos”? How do they make you different from your competition?

I recommend an ideal amount of 3-5, definitely no more than 7, as that is too much for people to digest. But businesses break this rule all the time, so state what feels right for your business and your target audience! The cool thing about this is you can then turn this list into a Philosophy Page on your website or a Company Manifesto that gets your audience excited to be part of your tribe.

SLIDE 7: So why are we doing all of this? Why are you building a Brand Strategy and what do you hope to achieve? I'm a marketer that believes in measurement and metrics. I'm not just all about the fluff and you shouldn't be either! We need to track if our efforts and messages are accomplishing what we need them to do. And that starts with determining which metrics we are going to track.

Creating an irresistible brand does not happen overnight with a cool logo or new website. It's about reputation and impression and that takes time to build. Effective branding is a journey, that takes time - you can't just flip a switch; you need to track trends to ensure you are on the right path. You can see progress as you go if you always have goals in mind and measure, test, measure, tweak, test, measure to ensure you are moving in the right direction.

Think about what you want to accomplish with a new or revamped and clarified brand. How do you want to impact customer quality, community engagement, website traffic, thought leadership, or perception? Think about how all of that will ultimately impact sales.

Metrics don't have to be scary – they can be anecdotal and emotional, but can also measure smaller things: Number of downloads, social media chatter, number of new clients this quarter, website visits, newsletter signups, better name recognition, new referrals – or even qualitative things like, “I hear more compliments about the website” or “More people know my company name when I got to networking events.”

Yes, sales are the ultimate goal here, but remember our conversation from Module One: You can't propose on the first date! So how are you going to ensure things are moving in the right direction toward purchase?

SLIDE 8: Part of your assignment this week will be determining brand goals and metrics to measure. Come up with five to ten metrics you will measure to ensure your Brand Strategy, and ultimately your marketing plan, is working effectively. Remember, these can be quantitative or qualitative. It's actually a good idea to use some of both, so you should record important anecdotal or general feedback you receive. Make your metrics realistic but time-based if you can, such as "20 new newsletter signups each month" or "50 attendees to each monthly event." You can have one of the metrics be a sales number if you like, such as "Generate \$2 million in revenue this quarter," but keep that as your ultimate objective — the one to which all your branding and marketing activities, with their individual goals, will lead. Try to keep your brand goals more aligned to increasing visibility, awareness or visits. For each customer, knowing about you and understanding what you offer is the first step required for an eventual purchase.

SLIDE 9: For your Homeplay for this module, please download the Exercise packet and find the Module Two worksheets. Write a mission statement (and vision statement if you want) – keep it brief! For now, don't worry about good copywriting: just get your thoughts down on paper. You'll revisit how to copywrite this so it shines after we know a bit more about your brand personality and we get some copywriting tips, both of which we'll cover in future modules,

Also, come up with a list of five to seven values by which you will run your business.

Lastly, define at least five goals of a clarified or renewed brand and how you will measure them. Please do all this before you move on to Module Three, in which we'll build on this and be talking about the single most important aspect of your brand strategy: fleshing out your ideal customers or clients. Any questions, please drop on over to the private Facebook group that is part of your course, Red Slice Brand Bootcamp. If you haven't already requested to join the group, please do! Enjoy, good luck and I look forward to seeing you at Module Three!