



Mission Statement

Your Company Name

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Organization Mission Statement



Our Mission Statement

We are the world's most respected service brand and give our best to spread power of optimism



A mission statement is the ultimate and the everyday chase for an organization. It highlights the ideals on which an organization must deliver everyday.

It's unlike your vision statement that determines the futuristic goals while mission focuses on the present.

Having a mission means having an objective to strive for everyday.

Let's look at some mission statement examples:

"Spread ideas" Ted

"To capture and share the world's moments." Instagram

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Our Company Mission Statement



Whether you are a small start up or an industry giant, your company must recognize four ideals to chase and to look up to:

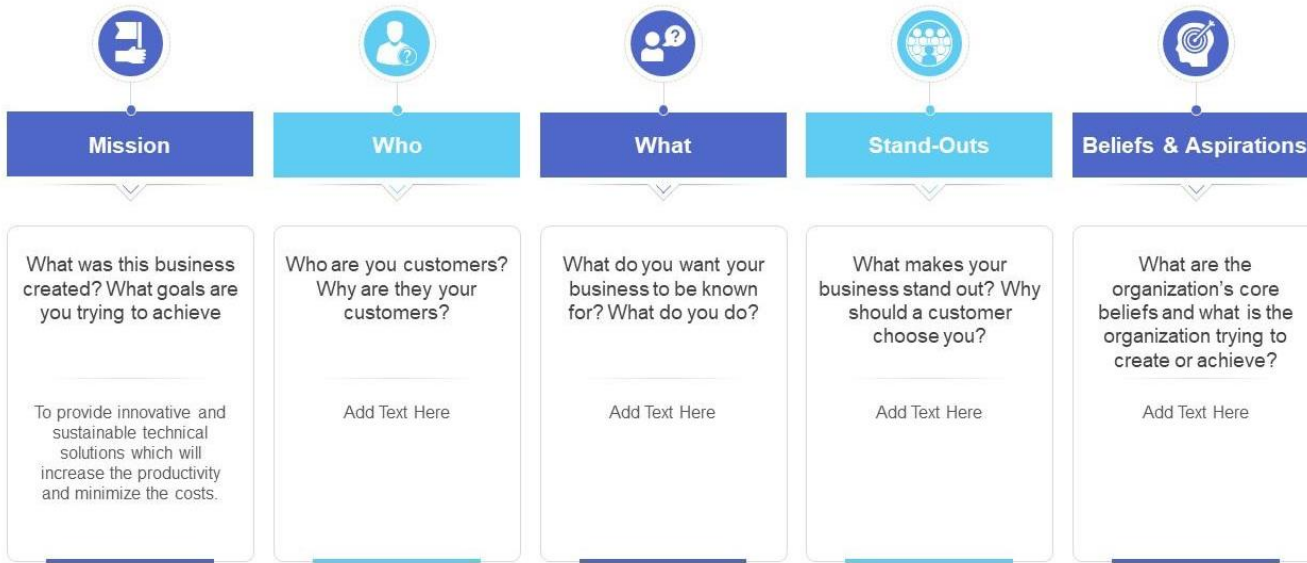
1. Mission
2. Purpose
3. Vision
4. Values

Each of these relate to what the company must do and aim for everyday. These components together represent the stronger base for any company.

Ensure employees are well versed in it.

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IT Company Mission Statement



Mission statement varies from company to company. Whether you are an IT company or any other from among the multitudinous diversity, your mission statement should cover certain aspects about you.

Within the 100-word accepted word limit, ensure you answer the who, what, stand-outs, and beliefs and aspirations about your company that you want to showcase about yourself.

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Brand Mission Statement

This slide covers a mission statement of our company which describes the goal of the organization.

To create innovative, design-driven and technically excellent products and services for the users.

The thing that a brand's mission statement shouldn't include is wordiness, exaggeration, or implying jeer, even stating the impossible.

If this happens, businesses are forced to spend a lot of time and effort in setting the situation right. Ruthless competitors will then take advantage to really capture your market share.

Just keep it simple and stay true to it.

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What defines a mission statement?

A mission can be considered equivalent to an MTP(Massive Transformative Purpose) that business owners think they can provide to their customers. It is the reason organizations share publicly and is the reason for their existence. A mission statement gives us the business's objective that will hold true across stakeholders. A mission statement includes responsibilities that employees must deliver in unison and strive to execute everyday. Some examples of mission statements are:

1. "To connect the world's professionals to make them more productive and successful."– LinkedIn
2. "To build the web's most convenient, secure, cost-effective payment solution."–PayPal

How is a mission different from the vision of any organization?

Mission is what is being chased everyday. It refers to the basic short-term goal that defines the company as being active and obsessed with customer service. On the other hand, a vision refers to the long-term goals that an organization aspires to achieve. Mission statement is usually short i.e. 100 words while a company's vision statement can run into pages, as it focuses on the future and what's possible. A vision can become a mission and be replaced by a new one. Missions and visions are important for companies to chase perfection and to attain their own identity.

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What are the key components that every mission statement should target?

Three elements should necessarily be part of an ideal mission statement. These are:

1. The product or the service you offer; how else will people know what it is that you do?
2. Your target market and audience; specify the demographics, gender, and your niche.
3. Your Unique Selling Point (USP); make it evident how you stand tall from your competitors. To stay a step ahead of your competitors, knowing [Porter's five forces](#) would really come in-hand.

Can companies change their mission statement?

They can and they should. Companies chase their mission statements while aiming for their vision statements. Hence leaders need to upgrade or re-write these important statements so that their service and goals are in sync. Such additions will also reflect that your business has evolved and is now entering niche territory. For instance, a QSR(Quick Service Restaurant) might venture into fine dining with its excess profits where its mission statement will have to include user experience as a key part.

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