

While a mission statement is an important part of your overall business plan, its primary purpose is to inform consumers and capital investors of who you are, what you do, and why you do it. Additionally, the mission statement provides direction to your marketing campaign and sets the tone of your corporate culture. The biggest mistakes companies make regarding mission statements is to tuck it into a file drawer, and then dust it off every few years for loan applications and shareholder meetings. Used effectively, a mission statement should become part of your corporate culture, giving direction to your marketing campaigns, customer service, new product development, and employee training. The Mission Statement: A Framework for Developing an Effective Organizational Mission Statement in 100 Words or Less, strives to demystify the process of writing powerful mission statements that get results, and has been formatted for optimal reading on your Amazon Kindle device. Readers may freely share the information in this report within his or her organization for training purposes.

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