

## **What's Your Mission Statement?** **By Bridgette Boudreaux**

There are so many reasons why an individual decides to become a business owner. Here are just a few that my clients have shared with me: to have schedule flexibility, increased income potential, laid off from employer, control of my destiny and the list continues with similarities and differences. Your reason may be the same as the one mentioned above or it may be totally different. However, we all have a reason “why” we became entrepreneurs and a “purpose” for our business. Here's another question: Why does your business exist? Your *why* and *purpose* should be two separate answers.

The purpose of your business is your mission statement. A mission statement is a brief description of a company or organization's purpose. It can be stated in one sentence or less. The mission statement explains what the organization provides to its clients; a reason for being.

Here is the mission statement for Google:

*Organize the world's information and make it universally accessible and useful.*

Here is the mission statement for my business coaching services:

*Empowering my clients to see, create and get everything they want done using vision, goals, commitment & action.*

What's your business mission statement?

Having a business without a mission statement is like driving a car with no destination. Doesn't make sense!

It is important to keep your mission statement close by to review when you are providing a service or developing a product for your clients/customers so it can serve as a reminder of what your business is providing and your business principles and values. Also the *why* & *purpose* of your business venture serves as a motivator when you need encouragement during the challenges.

When developing your mission statement, it should answer one important question: What is the purpose of my business services? Once you've written your mission statement, review it once a week and use it as a guideline for your services.

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### **ABOUT THE AUTHOR:**

Business Coach, Bridgette Boudreaux, ***“Teaches Female Small Biz Owners To Get It All Done in 6 Hrs. Or Less Daily!”***

Bridgette publishes a biweekly e-zine “Time 2 Get It All Done” filled with *articles, tips & resources*. Additional resources include teleclasses, group coaching, & e-courses. Learn more now at [www.yourtime2soar.com](http://www.yourtime2soar.com)

**This Week's Action Step:**

Write a mission statement for your business. Post it in your office or working area and review it once a week. If you already have a mission statement, pull it out and review it, or revise it if it is outdated to your business current principles and goals.