

# ON THE BLOG

## ✦ Why A Mission Statement Is ✦ Important To A Company



### What Is A Mission Statement You Ask

A mission statement is used by a company to explain its purpose. It reminds the company and employees to make the right decisions everyday. With a mission statement, company clients can rest assure the business, as a whole, is committed to achieving goals and maintaining value.

The mission statement demonstrates thoughtful leadership, reputability, and inspiration to the business owner, their employees, and clients.

Your mission statement usually can be described in as short as one sentence or can be up to two paragraphs. Remember, to keep simple and to the point.



### SRB Consultant Group Mission Statement

To provide exceptional personalized coaching while building long lasting relationships with our clients and their team.

It is our goal to achieve the highest level of performance and honesty to ensure our coaching is in the best interest of our clients and bring their vision to life.

### How A Mission Statement Works

Mission statements encourage business owners and their employees to always find innovative ways of moving forward to achieve company goals and staying on track of the companies mission and values.

A company's mission statement defines its culture, values, ethics, fundamental goals, and agenda. The statement reveals what the company does, and why it does it. Prospective clients and employees may also refer to the mission statement to see if the values of the company align with theirs. That being said, the mission statement should be posted where it will be visible to your clients such as in your lobby, company website, and employee handbook.

### Examples Of Mission Statements

1. American Express: Become essential to our customers by providing differentiated products and services to help them achieve their aspirations.
2. IKEA: To offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.
3. Lowe's: Together, deliver the right home improvement products, with the best service and value, across every channel and community we serve.

Want to learn more on how SRB Consultant Group can help your business grow, reach out to us:

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