



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 3 | Activity 2 Your business' vision & mission



20min



• Pen and blank paper

DESCRIPTION

This unit will help you understand why your business exists by understanding its vision and mission. This will enable you to strengthen your business marketing and storytelling capabilities.

THE ACTIVITY

Create a vision and mission statement for your business. This will be valuable in guiding all aspects of your business, especially in marketing. Please use the previous text and examples as inspiration.

#1: Craft a vision statement:

Consider where your business operates and what you aim to achieve on a broader scale. Think about the future development your business is focused on and the goals you are striving towards. Create a guiding beacon that directs the path your business is taking. This addresses the "how."

#2: Formulate a mission statement:

Determine how your business will accomplish its goals. Define the objectives and initiatives that will contribute to your vision. Outline the actions and strategies that will guide your business in achieving its vision. This addresses the "how" and "what."

#3: Create a marketing shortlist:

With the previous points clarified, brainstorm and consider how you can utilize them to create awareness and communicate with customers. Determine the platforms and channels where you can share your message, whether it's through your website, in-store signage, social media, billboards, or direct customer interactions. Identify the most relevant and effective ways to communicate your value proposition to your customers, considering how, where, and when to reach them.

THE THEORY

Both from an organisational and marketing point of view, it is important to have a clear vision and mission statement. This provides a clear understanding of the purpose of your business and enables effective marketing. When everyone in the organisation is fully aware of the vision and mission, it enhances marketing storytelling as you and your colleagues know what the business is striving for and why.

Benefits of a clear and strong vision and mission:

- Everyone within the business understands the company's purpose.
- All stakeholders are aware of what your business is trying to achieve and how.
- It facilitates the development of a sustainable marketing strategy that aligns with your business.
- It makes storytelling and marketing campaigns easier, particularly when highlighting environmental and/or social initiatives.
- It improves communication with customers and partners.

In summary, a Vision and Mission statement, according to Bain & Company, can be described as follows:

- A Vision Statement is a description of the desired future state of the company. An effective vision inspires the team, showing them how success will look and feel.
- A Mission Statement is a definition of the company's business, who it serves, what it does, its objectives, and its approach to reaching those objectives.

To simplify it and provide a description:

Your vision is the reason why your business exists in the first place. What does your business aim to accomplish in the world? For example: "Our goal is to promote healthy eating habits by offering environmentally friendly and locally sourced vegetables. We strive to improve the quality of life in our community."

Your mission focuses on how you will achieve this goal. Using the previous example: "We achieve our mission by cultivating our products without the use of chemicals and by sourcing materials from local suppliers. We maintain high standards for our suppliers and work closely with them to continuously improve our partnerships and product development. Additionally, we prioritise supporting local communities by sourcing from nearby suppliers whenever possible."

In this way, everyone within the company shares the same mindset.

Here are some examples from other companies:

Tesla

Vision statement: To accelerate the world's transition to sustainable energy.

Mission statement: To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.

IKEA:

Vision statement: To create a better everyday life for the many people.

Mission statement: 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.

Source : [Oberlo](#)



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