

Your business vision, mission and values and why they are important

If you read business books, listen to podcasts or watch videos about how to start or run a business, there find something about your vision, mission and values (VMV).



However, many businesses don't have these things written down.

In fact, it isn't difficult to do; they just explain:

- the idea you had when you started your business (your vision)
- how you are turning your idea into a reality (your mission)
- how you do things (your values).

Once you've written these things down, you can use them to help others understand you.

You'll notice that they don't say very much about what you do. It's more about how you do it. That's what will make you stand out from your competitors.

It's important to take this step because:

- writing you VMV makes you think really hard about what they are
- you can make sure that everyone associated with your business understands them
- you to use them consistently to build and reinforce your brand
- you can check that you are following your goals and principles as your business grows.

Finally, they must be real.

Everyone who meets you and works with you must know instantly that they describe you and your business precisely. If there is a mismatch between what you say and what you do it will damage your reputation.