

CUSTOMER-CENTRIC MISSION CHECKLIST



There is a lot involved in crafting a mission statement.
Use this checklist to keep it meaningful for your customers.

1 Reflect Your Brand Promise

You don't want to deliver a disjointed experience for the customer.
What values will you and your employees act on everyday?
Will the mission statement be consistent with the actual customer experience?

2 Make It Memorable

Nobody's going to remember an essay. Avoid the jargon and corporate babble.
Make it easy to use in conversation.

3 Stay Customer-Centric & Not Product-Obsessed

Your mission statement is not an excuse to flatter your company. Obsessing over the product and service is indirectly encouraging you and your team to make customers a low priority. Without customers, you have no business.

4 Broadcast Your Differentiator

What makes your business unique? Let everybody know who you are and what you do better than everyone else! Remember - everybody strives to be innovative, a leader in their industry, etc. So determine your differentiator carefully.

5 Promise For The Long-Term

Products, services and business plans change. Your promise should be about the experience, not the product. Otherwise, you don't have a strong brand identity.

6 Balance Aspiration & Realism

Some degree of loftiness is good to have. Of course you want to increase your success! But finding the right combination of realism and aspiration keeps you and your team focused. After all, how do you know when you are the "best?"