



# Business on a Mission

with  
*Donald Miller*



WELCOME TO

# Business on a Mission

*The on-demand course that will help you create a package of Guiding Principles and transform your small business.*

Every human being is looking for two things in their career: A story that is bigger than themselves and an important role to play in that story.

When a business leader turns their business into a business on a mission, team members feel like they are part of an important story and, more than that, they feel that their gifts and skills and hard work matter, which gives them a feeling that they matter.

So how do we invite our team members into a story?

We do that with our Mission Statement and Guiding Principles.

But there's a problem. Most businesses have a Mission Statement that isn't working. It's long, confusing, and unmemorable. Instead of moving people forward, it's making people bored.

Think about how your life and your organization would transform with a driving mission that mattered. Imagine how much more engaged you'd feel if you knew that the work you did every day played into an important story. When you have a clearly defined Mission Statement, you have more than just inspiring words. You have direction.

You need more than a regular Mission Statement. You need a Business on a Mission.

The Business on a Mission on-demand course is going to help you create a package of Guiding Principles that include:

- A **Mission Statement** to align your team around three economic priorities that drive revenue, profit, and growth.
- A list of **Key Characteristics** that act as the aspirational identities you and your team need to live into in order to accomplish your mission.
- Three **Critical Actions** that you and every member of your team can perform each day to move yourselves closer to the mission itself.

These three elements will help your team members feel like they are part of an important story and turn your business into a Business on a Mission.

At the end of this course, your set of Guiding Principles will:

- Create alignment and unity
- Increase engagement
- Help you recruit better talent
- Increase productivity

### **Tips for Taking This Course:**

1. If you are working alone or with your team, follow the prompts in this workbook to ensure you're doing it right.
2. Once you get through each of the modules, transfer your work to the Guiding Principles Worksheet on the following page. You'll use this worksheet to record your decisions and have all your principles in one place.
3. If you've hired one of our Business Made Simple Certified Coaches, they will guide you through each module and help you create your Mission Statement and Guiding Principles. If you'd like to hire a Business Made Simple Certified Coach, visit [HireACoach.com](https://www.HireACoach.com).

Welcome to Business on a Mission, the on-demand course that will help you create the Guiding Principles that will help you grow your small business.



Donald Miller

# Business on a Mission Guiding Principles Worksheet

## MISSION STATEMENT

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## KEY CHARACTERISTICS

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## CRITICAL ACTIONS

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## Brainstorm Your Three Economic Priorities

What are economic priorities you COULD include in your Mission Statement?

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## Write Part One of Your Mission Statement

### EXAMPLES

**A brewery:** We will increase our distribution of beer to 75 more restaurants, 4 more grocery store chains, and 27 pubs by...

**A magazine:** We will increase our subscriber base to 22,000, increase our advertisers by 40, and increase their average advertising investment to \$22k by...

**A consulting firm:** We will serve 30 new clients, sell 5 new retainer packages, and receive 98% client satisfaction survey results during the period of...

### Make a Choice:

What are the three critical economic priorities you want to include in YOUR Mission Statement? Write it out in this format: We will accomplish X, X, and X...

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## Mission Statement Part One: Quick Check

- Are your economic priorities specific and measurable?
- Will they drive company revenue and profit?
- Even though you have many financial objectives, are these the three you are willing to prioritize?

When you're done, watch the next video and create part two of your Mission Statement.





## Write Part Two of Your Mission Statement

### EXAMPLES

**Bakery:** We will sell 250 cakes, 500 special orders of custom cookies, and attract 2,500 new leads by the end of the calendar year because...

**Babysitter:** I will babysit for 220 billable hours before I go off to college because...

**Content Creator:** I will finish the new book, create 50 new sales emails, and produce 1 webinar per quarter by the end of the year because...

### Make a Choice:

Write it out in this format: We will accomplish X, X, and X by Y...

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### Mission Statement Part Two: Quick Check

- Is your deadline realistic?
- Does your deadline drive urgency?

When you're done, watch the next video to create part three of your Mission Statement.



## Brainstorm Your “Because” for Your Mission Statement

What’s your “because”? What’s the “why” of your mission? How many can you come up with?

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## Write Part Three of Your Mission Statement

### EXAMPLES

**Shoe Store:** Why does the shoe store want to double sales in the coming year? Because everybody deserves to have a favorite pair of shoes.

**Realtor:** Why does the real estate office want to get 200 families into a new home by the end of the decade? Because nobody should have to live in a home they don’t love.

**Software Company:** Why should the compliance software company add 100,000 more subscribers by the end of the decade? Because no business should be punished because their vendors aren’t compliant.

### Make a Choice:

What’s your “because”?

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## Mission Statement Part Three: Quick Check

- Does it clearly state who you will serve or what injustice you will be fighting?
- Will it energize your team?

When you’re done, watch the next video and put your Mission Statement together.





**A consulting firm:** We will serve 30 new clients, sell 5 new retainer packages, and receive 98% client satisfaction survey results by the end of the year because business leaders shouldn't have to go it alone.

**Put It All Together:**

Write it out in this format: We will accomplish X, X and X by Y because Z.

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**Mission Statement: Quick Check**

- Does it contain three economic priorities?
- Does it contain a clear deadline?
- Does it inspire?
- Is it easy to memorize?

Once you are done, transfer your complete **Mission Statement** to your Guiding Principles Worksheet.



Here are 3 ways to help your team remember the mission:

1. Open your All-Staff Meetings by reading through the Mission Statement
2. On a monthly or quarterly basis, acknowledge a team member for advancing the mission and tell their story as a way of highlighting the mission
3. Ask potential hires to read the Mission Statement and write down why the mission is important to them







**Consultant:**

- Terrific at turning knowledge into practical frameworks
- Loves networking with people
- Is obsessed with solving clients' problems

**Brainstorm:**

What Key Characteristics would help you grow your small business? If you and your team embodied X, Y and Z, would your business grow? List as many as you can think of.

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**Make a Choice:**

What **three** Key Characteristics will you and your teammates need to embody in order to accomplish your mission?

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**Key Characteristics: Quick Check**

- Are they necessary to accomplish your mission?
- Are they aspirational and achievable?
- Are they specific?

Once you are done, transfer your **Key Characteristics** to your Guiding Principles Worksheet.







**Online Learning Platform:**

1. You call every new customer and thank them for their order.
2. You create one new Instagram post per day offering terrific free value.
3. You fill out a daily planner every morning and decide on what content you need to create that day.

**Brainstorm:**

What actions can every member of your team take nearly every day to move the business toward its three financial objectives? List as many as you can think of.

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**Make a Choice:**

What three Critical Actions will you and your teammates need to do every day in order to accomplish your mission?

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**Key Characteristics: Quick Check**

- Do they contribute to your mission?
- Do they symbolize a way of life?
- Are these actions repeatable?
- Will these actions get people promoted?
- Can these actions be carried out without any questions?

Once you are done, transfer your **Critical Actions** to your Guiding Principles Worksheet.







## OUTRO

# What Do You Do With Your Guiding Principles Once You Create Them?

Here are some things you can do with your Guiding Principles so you and your team are more likely to live into them and accomplish your mission:

1. Review them weekly at your All-Staff Meeting
2. Ask for “shout outs” in your All-Staff Meeting to praise team members who’ve lived out your Key Characteristics
3. Review and edit them in a special, annual meeting with your leadership team
4. Announce any new edits or changes to your Guiding Principles with great fanfare
5. If you happen to have a larger team, you can create videos that explain (and demonstrate) your Guiding Principles so new hires can review them

The stakes are high. When you focus on three economic objectives, are surrounded by high-functioning teammates, and are taking action on your goals, you can survive any kind of competitive threat or economic downturn.

If you don’t have good, clear, strong leadership, your business might crash. Don’t let that happen. Fill out your Business on a Mission Guiding Principles Worksheet and implement it in your organization soon. It will not only help you and your small business survive, it will help you thrive.



**Business  
Made  
Simple**