



Part of the Podcast Series

insight • solutions • success

Mission Possible-Focus on Success

Entrepreneurs are incredible in most cases, but often have a lack of focus. Their mentality means that they want to conquer everything at once. They work harder but not always better.

The entrepreneur can avoid this by:

- Create a mission statement, goals, and objectives
 - **The Mission Statement:** the company's purpose and management philosophy. (1-2 sentences)
 - **Goals:** the company's specific, desired achievements. Short term goals are achieved in a year. Long term goals are achieved at a later date.
 - **Objectives:** measurable accomplishments achieved within a specific period. These provide detail about how a company will achieve its goals.
- Communicate these aspirations to all employees, suppliers, customers, and vendors whenever appropriate
- Review whether the focus has strayed continuously:
 - Is this new concept or action consistent with the mission statement?
 - Will it move the company closer to its goals?
 - Will it help achieve the company's objectives?

Visit your local SBDC for no-cost, confidential advising services: www.wsbdc.org