



Vision and Mission Statements

Your **vision statement** is what you envision your company to be and what you want your company to accomplish. It is a picture of your dream company in ten to fifteen words. It is your goal. It may not be a reality right now, but it is the vision you have for the future of your business. It does not state how you will achieve your goal; it simply states your goal. Your vi-

*“Who are we,
and why are
we here?”*

sion statement needs to be developed before your mission statement, so you know where to aim when you create your mission statement.

Your **mission statement** is your map to reach your goal. Your mission statement should be a reality here and now. It is a plan for arriving at the goals you have set for your business. It addresses key areas



such as these: who we are, what services we provide, what we offer our customers and employees, and what principles guide our business. It will answer the important questions, "Who are we, and why are we here?"

Your vision and mission can be compared to a bull's-eye and arrows. Your vision statement provides the bull's-eye, while your mission statement is the arrows used to hit the bull's-eye. Each arrow represents a key reason your company exists. They are not the target, but what you use to hit the target. As you aim your arrows at your company's key reasons for existing, they eventually hit the target—the vision and inspiration you have for your company. The vision and mission statements go hand-in-hand. If you take one away, the other

becomes useless. If your company does not have a vision and mission statement, it is one of the first things you need to take time to develop.

The vision keeps the everyday, humdrum routines focused and inspires the company to press on. The runner who is tired and wants to rest, keeps pressing on because his goal is the gold. A company that faithfully adheres to its mission will find its vision being fulfilled.

—Ken Nisly

Ken Nisly lives in Due West, South Carolina, and works as a Business Advisor for Gehman Accounting from his home office.



Testimonial:

“I bought QuickBooks and thought I would just figure it out. I watched YouTube videos and tutorials and read books, but I never had the time to really learn it. To get by I was using a bunch of spreadsheets. When I finally went to Gehman Accounting for help, I had a thousand questions. After they helped me get QuickBooks set up and Tristan guided me through, I became more comfortable. Now with QuickBooks, I know where my business is at any given time. It has helped me a lot with job costing and quoting.”

*—Benual Fisher,
Flatland Services, LLC*



Gehman
Business Advisors™
Inspiring Confidence™

717.351.3266 • gehmanaccounting.com
businessadvisors@gateam.com