



## Part of the Washington SBDC Podcast Series

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### **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?

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