



Developing your salon mission statement

The 5 steps to writing your Mission Statement.

A mission statement is a simple but effective tool to help lead and guide your team and your business to success.

Do not become overwhelmed with the task and think that you have to create a catchy slogan.

The following is 5 Step plan to help you find the right wording that will articulate your vision, values and mission for yourself, your team and your ideal client.

So, let's get started and review what makes an effective mission statement and how to write one for your salon.

Please 'don't over think it!' And definitely don't get too worked up about it!

What exactly is a mission statement?

As covered in Module 3 Lesson 4, a mission statement encapsulates the 'why' of what you do and consolidates it into one to two focused sentences.

The ultimate purpose of this summary of your values is to help everyone who interacts with your business to immediately understand what you're all about.

The mission statement serves to remind you and your employees why you continue walking in the door each morning and acts as a guide for everything you do.

Why your business needs a mission statement

Like anything, the 'mission statement' on its own isn't going to revolutionise your business, but it is another component of what will make a successful business.

There are both inward-facing and outward-facing reasons why creating a mission statement adds meaning to your business.

Internally the values expressed in the mission statement act as a guide in the decision making process. As the owner or manager it's an easy reference whenever you need to be reminded of what the values of the company are and the ultimate vision that you have whenever you are making big picture decisions.

From your teams perspective 'the mission statement' gives a sense of focus to the culture, expresses purpose of the company and serves as a guide for their daily attitudes actions and behaviours.

Externally, the mission statement is an essential part of your brand identity. Anyone reading it will immediately understand the values you express and why they underpin what you do as a business.

The mission statement communicates to outsiders 'who you are' and 'what you do' and why your salon is the right one for them to choose.

The 5 steps to writing your Mission Statement.

Step 1.

Ask yourself 3 fundamental questions.

1. What does your business do?
2. How does it do it?
3. Why do you do it?

When answering these 3 questions go deeper than the obvious and superficial, and instead think about the answer from the perspective of your clients, your team, your community and obviously for yourself and maybe your family.

The purpose of answering these 3 questions is to get you to 'tease out' your purpose and understand the value you offer on a wider scale while connecting to your passion and the reason for being in business.

Step 2.

What's important to you?

Hold a brainstorming session either by yourself or with your team.

The question you are asking is "What are my/our values?" Remember 'Values' simply means "What's important to you?"

So ask the question and throw some answers around and see what happens. There are no wrong answers, at this point everything is acceptable.

Inevitably the answer to, "What's important to you?" can turn into paragraphs or pages. But ultimately it needs to be summarised into a few words that encapsulates your key values.

If you are stuck for ideas use the following list of 'values' to choose from or feel free to add your own.

- Accountability
- Accuracy
- Achievement
- Adventurousness
- Ambition
- Assertiveness
- Balance
- Being the best
- Belonging
- Boldness
- Calmness
- Care
- Challenge
- Cheerfulness
- Clear-mindedness
- Commitment
- Community
- Compassion
- Competitiveness
- Consistency
- Contentment
- Continuous Improvement
- Contribution
- Control
- Cooperation
- Courtesy
- Creativity
- Curiosity
- Decisiveness
- Dependability
- Determination
- Diligence
- Discipline
- Discretion
- Diversity
- Dynamism

- Effectiveness
- Efficiency
- Elegance
- Empathy
- Enjoyment
- Enthusiasm
- Equality
- Excellence
- Excitement
- Expertise
- Exploration
- Fairness
- Faith
- Family
- Focus
- Freedom
- Fun
- Generosity
- Goodness
- Grace
- Growth
- Happiness
- Hard
- Work
- Health
- Helping Society
- Honesty
- Honour
- Humility
- Independence
- Ingenuity
- Inner Harmony
- Insightfulness
- Intelligence
- Intuition
- Joy
- Justice
- Leadership
- Legacy
- Love
- Loyalty
- Making a difference
- Mastery
- Merit
- Openness
- Order
- Originality
- Perfection
- Positivity
- Practicality
- Preparedness
- Professionalism
- Prudence
- Quality-orientation
- Reliability
- Resourcefulness
- Results-oriented
- Security
- Self-actualisation
- Self-control
- Selflessness
- Self-reliance
- Sensitivity
- Serenity
- Service
- Shrewdness
- Speed
- Spontaneity
- Stability
- Strategic
- Strength
- Structure
- Success
- Support
- Teamwork
- Thankfulness
- Thoroughness
- Timeliness
- Traditionalism
- Trustworthiness
- Truth-seeking
- Understanding
- Uniqueness
- Unity
- Usefulness
- Vision
- Vitality

Step 3:
Prioritise your top 3-5 values

When you do this exercise as a group you will often end up with a list of 10 or more values. So now, through a process of discussion, or maybe even a vote, the idea is to narrow the list down to key words or phrases that truly reflect your brand.

This step is usually the most difficult, because I want you to narrow it down to minimum of 3 and a maximum of 5 core 'values'.

Once you have done that, choose the most important of the 3-5 values you have agreed on as your number 1 value.

Remember you can't get this wrong, 'your' values' are just that, they are 'yours' and should you choose to you can change them at any time.

In fact it's inevitable that there may be some changes as you and your business evolve.

Step 4:
What do those word actually mean?

This is the bit where you have to start to define what do those 3-5 words or phrases even mean, and how can you express them in a sentence or two?

Sometimes but not always a mission statement starts with words such as...

"Our mission is..."

"At ABC our mission is..."

"The mission of ABC is..."

"To provide..."

"At ABC we seek to..."

"It's ABC's ongoing mission to..."

Remember to review the examples in Module 3 lesson 4 and search online some of your favourite brands for inspiration.

This process takes time, and you'll probably start with way too much content. So once you have completed the first draft don't be afraid to take a break and come back at it again and review and edit until you're happy.

Step 5:
Review and refine...

Give yourself a couple of days before you come back and look at what you've written.

Ask yourself, how can you tighten up on the text? How can you refine it? Who else can you run it by?

Don't be disillusioned by constructive feedback, that's all part of the process.

Cut out the fluff, cut out the words that sound important but are meaningless.

Remember to write it in the present tense. This is meant to be an active declaration of what you do and how you do it, not what you hope to do some day.

Don't feel that it has to be a literary masterpiece, If it's easier to capture as 4 or 5 bullet points that's perfectly okay.

Finally, ask yourself;

- Is it inspiring? Do people want to be part of this?
- Is it plausible? Is it realistic and achievable?
- Does it offer guidance for your daily attitudes, actions and behaviours?
- Is it clear and specific? Or is it vague meaningless waffle?
- Will the essence of it stand the test of time as your business evolves?
- Is it memorable? Can everyone on your team easily recite it and be able to explain exactly what it means?

Where should you display your mission statement?

The decision as to where you display your mission statement is entirely up to you and who it's aimed at.

I suggest that at the very least that it is sign written or printed out framed and displayed somewhere in the salon where you and the team will see it as a reminder and source of guidance and inspiration.

It could also go...

- In your office
- As a screen saver
- On your business card
- On the wall in the salon for clients to see
- On your website
- On all marketing material
- On your social media assets
- On your social media banners
- In your training manual
- Policy and procedure manuals
- Operations manual

One final note. Make a list of all the places that you display your mission statement because if you do update it you will want it updated everywhere.