

Your Mission is Possible

In business "you cannot be everything to everyone."

Actually you can try. But attempting to keep everyone happy will run you ragged; spread resources too thin and impact labour productivity.

Thus 'everyone' should NOT be your target or ideal customer! Defining your business mission or purpose is the way to deal with this issue.

Your mission broadly answers three critical questions:

1. Exactly who is your target customer, market or niche?
2. What need or problem does this group have?
3. How will your business solve their problem?

Consider two businesses in the same industry with different missions:

Flint ran this ad in the local paper:

F & W Flint, Master Builders

- No job too big or too small
- Homes, units, extensions, renovations
- Commercial, residential, industrial
- Pergolas, verandahs, pre-sale rejuvenation
- Will travel to all areas
- Phone Fred for an obligation free quote on 0400 123 456

Rabble ran this ad:

B & B Rabble, Master Builders

"We design and construct pergolas, verandahs and decking for home owners in the Eastern suburbs"

Contact Barney on 1800 123 456 to discuss your investment or visit our website: www.bandbr.com.au

Can you see the differences? Flint, wanting to be a jack of all trades, will do just about anything for anyone; Rabble targets a specific niche.

There are two main beneficiaries of a clearly defined mission:

1. **Customers:** You become very focused on serving those in your niche by understanding their precise needs now and in the future
2. **Staff:** As they know exactly WHO you choose to serve and who you don't; WHAT services you choose to offer and what you don't.

Strategically, defining your mission, allows you to:

- * Focus on the work you are best at or enjoy most
- * Focus on the customers you want to work for
- * Focus on work that gives you the best profit margin
- * Focus on becoming the expert in your chosen market niche.

Honestly, have you been attempting to be everything to everyone?