

Charlie

mission

By Charles S. Stuart

Mission. What do those around you get from knowing you? What value do you add to their lives? When your tombstone is written, what will it say? "Here lies Charlie, he..."

Mission. What do our customers get from us? What value do we add to their personal and professional lives? When you are asked to give your mission in a simple, meaningful phrase, what would you say?

If every member of your team can't say your mission without notes then they don't really know your mission. Try it. See for yourself.

When the Gulf War was hours away from the launch of the land attack, a news reporter interviewed a tank crew as they rested in the shade of their tank. He asked, "What is your mission?" A 19-year old corporal spoke for the crew when he replied – "Kick Saddam out of Kuwait and take care of my squad." General Colin Powell couldn't have said it better.

The mission of a business is to give **hope**
and **solutions** for the desperation in
people's lives.

In their essence, businesses have a common mission if they want to sustain their position and protect their future. It is to give hope and solutions for the desperation in people's lives.

The desperation in people's lives. That is a strong statement—and a powerful one. Companies that tap into the emotional fears and unfulfilled dreams people have are always at a distinct marketing advantage.

For instance, General Motors has long known that people don't buy a car, they buy transportation, independence, safety and prestige. But the dealer purchase experience is perceived as distasteful, intimidating and unethical. Who wants their child to grow up to be a "car sales person?" Yet Saturn found that what they wanted to buy was less confusion and pressure in the sales process and more personal relationship with the person with whom they are making their second highest cash payment.

You can start a movement on hope – but you change the world with solutions. False hope, hope without solutions, is worse than no hope at all. It is up to business leadership to define the desperation in their customer's lives and develop solutions that matter, and last. The hope, then, is the offering—the marketing & sales process—that a prospect will buy on their way to the solution.

Mission. Simply stated, passionately felt, earnestly implemented. What is your business' mission?

Charles S. Stuart

4260 Conway Place Circle • Orlando, Florida 32812 • 407.240.6569 • Charlie@CharlieStuart.com

Copyright 2002 by Charles S. Stuart