



### **The secret to selling**

What is your why? Simon Sinek talks about how if we know our why and sell with our why, our passion, we are much more effective. Here is the video.

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)

In order to truly navigate our career path, we need to know where we want to end up. What is your end of career goal? What is the last job you want to have? Knowing the end will help us create your map.

What is your personal vision statement and mission statement?

### **What is your vision?**

An effective vision statement will contain your core ideals and values, which shape and drive the direction of your life. In other words, your vision lists the ideals and values you have identified as important to navigate the river of your life.

Steps to write a vision statement:

1. List your ideals
2. List your values
3. List the direction you want to go in. Example, working with the local community to end child hunger.

Examples of company vision statements:

**Alzheimer's Association:** A world without Alzheimer's (4)

**Habitat for Humanity:** A world where everyone has a decent place to live. (10)

**Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education. (16)

### **What is your mission statement?**

An effective mission statement is short and easily memorized. It clearly states what you are doing to solve the problem you identified in your vision statement.



If you feel your mission statement is off, follow these steps to rewrite it:

1. What is the main program/action you provide?
2. How can you be summed up in a short phrase which remains true to the overall picture?

Examples of company mission statements:

Warby Parker: To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

IKEA: To create a better everyday life for the many people.

TED: Spread ideas.

Remember, a vision statement is a long-term goal which can be called an aspiration. A mission statement is the reason for your company's existence, an action. If we return to the example of the map, the vision is the end destination, it is where you are going, the mission statement is what you are doing to get there. Think of it like this, you are preparing to travel around the world in 80 days. Your vision is traveling around the world in 80 days, the mission is how you do it. Thank you Jules Verne for the example.

What are your values, beliefs and ideals? What do you hope to convey through your work?

### **Elevator Speech**

An elevator speech is a 3-5 minute in which you convey your why, vision, mission and how your product will solve their problem. It will also introduce your product to clients.