

Creating A Company Mission Statement

Mission Statement Defined

A mission statement defines what the company does, who it serves, and how it creates value for its guests. It is designed to provide clarity, focus and direction for the team and hold them accountable to the ideals of the company.

Examples of salon spa mission statements:

- ✚ We are dedicated to providing a memorable experience for each guest through exceptional service and technical excellence. We will go the extra mile to accomplish this mission with passion, expert advice and the utmost professionalism and courtesy.*
- ✚ At Salon ____ our mission is to inspire every client in achieving their personal best, through our personal best. We believe, there is something beautiful in everyone. It would be our dream, to make your dreams come true. We are dedicated in providing a place for growth, in mind, body, and soul.*
- ✚ Salon123 is committed to a culture of creativity, growth, and mutual prosperity based on inspiring education, quality techniques, and teamwork. We hold ourselves accountable for exceeding our clients' high expectations and recognize every client as our ultimate focus.*
- ✚ Our mission is to create a salon environment where inner and outer beauty, wellness, diversity and laughter are celebrated in a relaxing fashion forward environment.*

Step 1: Answering these questions will begin the process of creating a Mission Statement

What do we do?

What are our products and services?

Who do we serve?

What makes what we do unique to our target client and the area?

What value do we provide our clients?

What needs will our services and product fulfill that is not currently being filled?

Step 2:

The process is to help you create clarity of who you are and what makes you different, you do not want to be just “another” salon spa in your area. You want to provide something different and unique to the guests you will be serving

Begin writing your mission statement (Keeping it simple and clear. 2-4 sentences is normally enough to get the promise across to the guest and team)

This is a statement or better said Promise that captures the above ideals in a compelling manner that is inspiring to you, your team, and your company

It may take you many times of trying to write the mission statement to get it the way you want it, you may want to have your team help with this part of the process as they are creative beings. (This statement will go in your menu, on your website, Facebook page etc..)

Your Mission Statement is the company promise to your guests and lets every guest know what the company is committed to providing each guest as a “minimum” experience”

As always if you need support or want to talk to someone about your Mission please feel free to call 760-536-9012 we will be happy to answer any questions you have.