

# **Gill's Mission/Vision Research Questions**

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- 1. Who are the key founders, current leaders, and key “old-timers” we can interview to find out what this company is really all about? (Action: careful interviews)**
- 2. What are the key pieces of literature---introductory statements, company history and reports, press coverage, policy statements, marketing pitches, etc.---we should study to really understand this company? (Action: collect and study)**
- 3. Who are the main competitor companies in this industry---and which ones do you admire most? (Action: study their mission, vision, values, and ethics)**
- 4. In a brief phrase or sentence describe this company's business (make every word count). What key words are the best umbrella description covering all our products/services?**
- 5. What key words are essential to differentiate our business purpose from a “generic,” overly inclusive statement?**
- 6. What key words set our mission/business apart from our competitors in our industry?**
- 7. Other than relieving our clients/customers of their financial payments to us, what have we done to/for them by the time we leave them?**
- 8. How would you describe this company if and when we are the success we dream about?**
- 9. How, in a brief phrase, would you like others (our customers, competitors, journalists, et al) to describe us when we succeed in our basic business mission?**