



# Seed *to* CEO

A practical guide for entrepreneurial people and organizations.

Issue Thirteen

**INSIDE:** [1] A Practical View on Mission and Vision Statements [2] Tracking Your Organization's Media Coverage [3] Phishing and Email Scams [4] Ask MediaSpark [5] Crossword Puzzle and More!

## A Practical View on Mission and Vision Statements

**V**ision and mission statements - considered by some a fundamental necessity for every organization, while others view them jadedly as purely an academic exercise. So which is it and why such disparate opinions?

First, let's recognize that every organization needs a defining direction and objective to strive for. Few would disagree. Whether you call this a vision or mission is not as important as having a clear picture of the end in mind. As the saying goes, "If you don't know where you are going, any road will get you there."

But we likely have all had bad experiences with ill-conceived or improperly implemented vision and mission statements. Perhaps it was with the consultant who facilitated hours of group discussion on choosing the best language for the perfect vision statement, but spent little time on actually gaining consensus on a realistic direction. Or maybe it was a company's elegant mission statement espousing a company-wide commitment to quality and customer service, while the employees and customers see the opposite in action on a daily basis.

Whatever the reason, the true purpose and value of a vision and mission statement, the difference between the two, and ultimate implementation in day-to-day activities seem to be lost on many organizations.

Vision and mission statements should clearly articulate why an organization exists, and include a brief explanation of the desired future state of an organization. Rather than using an academic definition, let's differentiate between the two by saying that a vision statement identifies where you want to go and the mission statement describes how you plan to get there. For example:

**Vision Statement:** "To be North America's leading manufacturer of widgets."

**Mission Statement:** "To develop the lightest and most reliable widgets in the automotive industry."

A vision statement tends to be more blue-sky and less measurable. Notice the term "leading" is not exactly defined. Is it revenue, innovation, etc.?

A mission statement is more specific and can be

measured to track progress. "Lightest and most reliable" provides specific differentiators which are measurable compared to competitive offerings.

Common mistakes made by many organizations include:

- Not having a vision or mission statement - it's okay not to have both, but you should at least

## Tracking Your Organization's Media Coverage

Tracking media coverage is an important activity for any organization looking to obtain a favorable public image as well as increase publicity. But media monitoring is not just for companies who participate in media campaigns. There are several reasons an organization should track media coverage: to keep up to date on what is being broadcast about your company, products, competitors, or the industry in general; to learn about emerging trends and issues; to find potential prospects and partners; and to stay current with other news stories locally, nationally, and internationally which may affect your business.

### Monitoring on Your Own

Continuous media monitoring can be a daunting task, as there are thousands of print and broadcast media sources in North America. As a result, many companies turn to media monitoring agencies—organizations who will do it for you for a fee.

However, if your media list is small, it may be more cost-effective to monitor media on your own, or perhaps by limiting monitoring to a subset of the main media sources relevant to your business.

### Analyze and Measure Your Media Coverage

Free media coverage has a tangible dollar value to your business that can be calculated. For example, advertising space in newspapers is sold by the number of agate lines or column inches, which you can use to determine the dollar value associated with your company's coverage. If a newspaper's advertising rate is \$2.50/agate line and a story on your firm was 200 agate lines (about 15 column inches), the ad value would be \$500.

Use the following considerations when determining the value of media coverage for your organization:

- Type of media coverage - TV, radio, newspaper or national vs. local.

## Phishing and Email Scams

Just when you thought it was safe to go back into your Inbox, there's a new form of spam email on the horizon. This spam is more than just unwanted and annoying. It could lead to the theft of your credit card numbers, passwords, account information, or other personal data. It's called "phishing."

Phishing is a type of deception designed to steal your identity. It is done by sending you an email that looks like it is coming from a legitimate source that you trust, asking you to provide personal information. To make these phishing email messages look even more legitimate, scam artists often

*Continued . . .*

*"You don't drown by falling in the water; you drown by staying there."*

Edwin Louis Cole



*Continued . . .*

*Continued . . .*

Continued from Mission and Vision Statements

have a mission statement.

• Mission statements which are too vague. A mission must have specifics to help set direction and get all stakeholders rowing in the same direction. It should also identify your competitive advantage: Why are you different? How will you position yourself to succeed in your industry?

• Too much time spent on finding the perfect language (words) and not enough time determining what the organization is realistically capable of achieving. It's better to have a verbose, descriptive, and accurate mission than a short, catchy jingle - leave that for your advertising.

• Insufficient effort in implementing the mission into day-to-day activities. For a mission, and ultimately vision, to be attainable, it must be understood and embraced by the entire organization. It's imperative that the mission provide a clear roadmap that stakeholders will refer to when making day-to-day decisions in terms of personal tasks and organizational priorities. And it must be seen that there is commitment at all levels, not just fancy words developed by the marketing department.

• Never adjusting. We can't predict the future. Heck, we can't even agree on the past! Vision and mission statements can be adjusted as a company matures and prospers. ✕

Continued from Phishing and Email Scams

place a link in them that appears to go to the legitimate website but actually takes you to a phony scam site. Or, the link will be a pop-up window that looks exactly like the official site. These copycat sites are also called "spoofed" websites. Once you're at one of these spoofed sites, you might unknowingly send personal information to the con artists. They then often use your information to purchase goods, apply for a new credit card, or otherwise steal your identity.

The following are typical phishing content:

"Dear Valued Customer" (generic salutation, without your name)

"Verify your account."

Continued next column

Continued from Tracking Your Organization's Media Coverage

• Quantity of coverage - number of articles or broadcast segments.

• Placement of coverage - size of articles, minutes of air time, location in newspaper or radio/TV program.

• Size and placement of photos.

• Sources - who was quoted (company expert or third party experts)

• Competitor coverage.

You can also analyze the tone and content of media coverage. This includes factors such as the following:

• Types of media coverage - positive, negative, or neutral media coverage.

• Issues talked about, such as financial, educational, industry issues.

• Use of message clips and quotes from spokespeople.

• Third-party quotes from students, politicians, doctors, etc.

Having an effective media monitoring system in place will allow your company to keep track of what's being broadcast about your own organization, your competitors, as well as within your overall industry. It also allows your company to keep updated on external events that may affect your business. By measuring media coverage, you'll learn to better understand public opinion, analyze perceptions media outlets may hold toward your company, as well as determine your company's own success of media coverage based on the above guidelines. Most important of all, measuring media coverage should enable your company to build and foster relationships with media outlets. ✕

Continued from previous column

"Your account has been compromised."

"If you don't respond within 48 hours, your account will be closed."

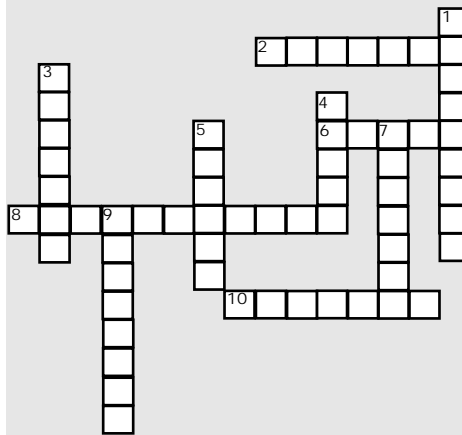
"Click the link below to gain access to your account."

Always question an email message that you normally don't receive. Remember, if an email message looks suspicious, then it most likely is. ✕

Excerpted from: [www.microsoft.com/athome/security/email/phishing.msp](http://www.microsoft.com/athome/security/email/phishing.msp)

Test your knowledge of the information contained in this issue of Seed-to-CEO!

Answers Below



ACROSS

- 2. Media coverage can be positive, negative, or \_\_\_\_\_
- 6. Newspaper columns are measured by \_\_\_\_\_ lines.
- 8. A mission statement should identify a company's \_\_\_\_\_ advantage
- 10. Copycat websites are also known as \_\_\_\_\_ websites

DOWN

- 1. Minutes of air time or location in a newspaper is called \_\_\_\_\_
- 3. A \_\_\_\_\_ statement identifies how a company plans to achieve its goals.
- 4. A common mistake of mission statements are those which are too \_\_\_\_\_
- 5. A \_\_\_\_\_ statement identifies the future state of a company
- 7. Media monitoring allows you to \_\_\_\_\_ perceptions other media outlets may have on your organization.
- 9. Email scams used to steal personal information \_\_\_\_\_

How do I register a domain name such as mycompany.com?

Ask MediaSpark ...

Registering a domain name is an easy five-minute process, once you have found what you are looking for. Visit sites such as whois.org to see if your desired domain is available. Then choose a registrar, such as dotster.com (there are many). Usually, you have to purchase using an online form with credit card. Fees generally range from \$15 - \$50 per domain, per year. Be sure to register the domain under YOUR name and address and not that of your website developer or other third party, otherwise you may find yourself without full control of the domain.

Once you are registered, be aware of Domain Slamming, where someone may try to trick you into transferring your domain name to them (see <http://support.easydns.com/domain.slammers/droc.php>). Also, do not let your domain name expire! Mark your calendar and don't ignore those (legitimate) renewal emails, otherwise you may find yourself a victim of (legal) blackmail to get it back from someone who has purchased it. ✕

ACROSS: 2 NEUTRAL | 6 AGATE | 8 COMPETITIVE | 10 SPOOFED  
DOWN: 1 PLACEMENT | 3 MISSION | 4 VAGUE | 5 VISION | 7 ANALYZE | 9 PHISHING

## About Seed-to-CEO

Contact us to ...

RECEIVE this newsletter by email.

ADD A FRIEND to our mailing list.

BE REMOVED from future mailings.

DISCUSS your software development, eLearning, website, and print design needs.

MediaSpark helps people and organizations achieve success through the effective use of design and technology. We offer products and services to meet the needs of businesses, schools, non-profits, government, community organizations, and individuals in North America and around the world.

Seed-to-CEO is written and published several times a year by MediaSpark Inc., an award-winning technology and design company.

Over the years we have helped many organizations achieve business success by providing assistance and guidance on a number of technology, education, and marketing-related initiatives. The objective of this newsletter is to extend our experience to a wider community in hopes of helping our clients, associates, friends, and prospective customers to become more successful—and to save them time, money, and stress while doing so!

We welcome your comments. Please contact us to explore how we may assist you on your road to success.

MediaSpark Inc  
Tel: 902.562.0042  
Fax: 902.562.1252  
info@mediaspark.com  
www.mediaspark.com