

# Brand Identity

## Business Statements

Business statements are pillars in a purpose-driven framework that will provide context as you work to achieve your objectives. Each statement should contain between 6 and 20 words. To ensure that your statements are sincere and authentic, choose each word carefully.

Consider these definitions as you do the following exercises:

**Values** ground you ... it describes what you value most.

**Purpose** guides you ... it describes what you do.

**Vision** inspires you ... it describes why you do what you do.

**Mission** drives you ... it describes how you will serve your purpose.

## Identify Your Core Values

The purpose of identifying your core values is to ensure that decision-making and problem solving is based on non-negotiable standards. Below is a table with inspiring words but if you need others, Google “small business core values”. First select 10 values from the list below by placing an x in the first column:

1	2	3	Values	1	2	3	Values	1	2	3	Values
			Abundance	X	X		Excellence				Loyalty
			Acceptance				Fairness			X	Passion
			Accessibility				Faith				Peace
X			Achievement				Family				Power
			Adventure				Fame				Prosperity
			Ambition				Freedom				Recognition
X	X	X	Authenticity				Friendship	X	X		Relationships
			Challenge	X	X	X	Fulfillment				Reliability
			Charity	X	X	X	Fun				Resilience
X	X		Collaboration				Gratitude				Respect
			Competitiveness				Happiness				Security
X	X		Community				Harmony	X	X	X	Service
X			Connection				Honesty				Simplicity
			Contribution				Honor				Spirituality
			Courage				Humility				Stewardship
			Creativity				Humor				Strength
			Dignity				Independence				Success
			Discovery	X	X	X	Impact				Tradition
X			Education	X			Innovation				Trust
			Efficiency	X	X	X	Integrity				Wealth
			Enjoyment	X			Leadership				Wholeness

Narrow the list down to 7 (place an x in the 2<sup>nd</sup> column), then to 5 (place an x in the 3<sup>rd</sup> column).

Then, enter your values below and describe why they are important to you.

Value	How is this showing up in my life?	How will this show up in my business?
Passion	I share everything I know and love about mah jongg.	Share how to monetize mah jongg.



## Brand Identity

Integrity	I speak the truth and honor my word.	Speak the truth and honor our word.
Authenticity	I am an open book. I have no regrets and make no apologies for who I am.	Lead by example.
Service	I am determined to helping others learn to play and share their passion.	Look for needs of members then create products and services to meet those needs.
Impact	I am dedicated to help others find joy in their lives.	Look for needs of mah jongg enthusiasts then create products and services to meet those needs.
Fulfillment	I am proud of what I have accomplished and what the same for others.	Inspire others to monetize mah jongg and share what they know and love about the game.
Fun	I look for more ways enjoy mah jongg besides playing.	Create opportunities to learn and practice teaching through role playing and gamification.

## Compose Your Purpose Statement

A purpose statement should describe why you do what you do and for what reason.

Verbs	Intentions	Outcome
Research	Continuously search for teaching best practices focused on adult learning.	Customers learn from our example.
Analyze	Curate and study research.	Customers have enough content to get started and are inspired to dig deeper.
Develop	Summarize and simplify content and create teaching methods to ensure the content is easier to learn and outcomes are actionable.	Customers have opportunities to develop their teaching abilities while growing and scaling their business using our content.

Enter your purpose statement:

To research, analyze, and develop teaching methods and to recommend lesson content aligned with the National Mah Jongg League to ensure our instructors offer high quality services to the community.

Example: Etsy, "To reimagine commerce in ways that build a more fulfilling and lasting world."

## Compose Your Mission Statement

A mission statement should be a formal but short statement of the purpose of your company and should answer these questions to create the image you would like your business to portray to your customers.

Who we are:

Mah jongg fanatics

What we do:



Brought to you by Maj Life  
Questions? Send an email to [care@majlife.com](mailto:care@majlife.com)

## Brand Identity

Teach others how to monetize mah jongg

Who we serve:

Aspiring and current instructors

Your mission statement should reflect your short-term goals and long-term aspirations. Enter it here:

Design programs and support systems that help mah jongg instructors grow as community leaders as they form, build, and scale their business.

Example: Google, "To organize the world's information and make it universally accessible and useful."

### Compose Your Vision Statement

The purpose of a vision statement is to document your long-term view. It is typically for internal use and describes your ideal future. The vision statement should answer the following questions:

What do I want my business to look like in 10 years?

We would love a brick-n-mortar loft where we can host in-person training.

How do I plan to get it there?

Offer guild membership where instructors can participate in peer-support opportunities and attend online workshops that inspirational, educational, and transformative.

How do I plan to stay there?

More of the same plus ongoing research and development.

The vision for the next 3-5 year's is:

Provide a virtual workspace where instructors can learn new ways to monetize mah jongg through education, collaboration, and networking.

Example: YouTube, "To give everyone a voice and show them the world."

