



PRODUCTION LAUNCH WORKSHOP: YOUR MISSION STATEMENT

How to Differentiate Yourself From the Crowd

YOUR CREATIVE VISION

Why do you want to work in independent film, other than to make money or to be famous?

Your vision is the guiding light of your creative career and whether it will make an impact. If you want your career to be successful, it has to matter to you and to other people. It has to mean something.

Use this worksheet to help you to define your creative Vision & Mission, and to set your Mission Statement.



THE POWER OF WHY

We answer 'why' to get us thinking about what it is that we are truly trying to achieve.

Answer these 'why' questions to start reflecting on the long term trajectory or your career.

1. Who would care if you stopped what you are doing tomorrow?
2. Would the future of the world be any different if you stopped doing your work?
3. Why do you/your production company exist, other than the purpose of making money?
4. Why do you get out of bed every morning?
5. Why do you need to make sacrifices for your career?
6. Why should other people make sacrifices to work for you and follow you on your quest?
7. Why should anybody care about the work that you are doing?

YOUR MISSION STATEMENT

Your Mission Statement is a boiled-down version of your vision and creative mission. It describes the long term arch of your career.



THE FORMULA

I/We

(the value your work brings)

with/by

(what you currently do)



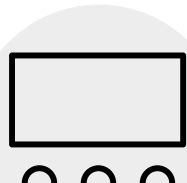
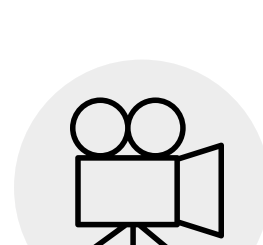
DEFINE

I/WE

Who are you?
- Solo Director/Producer/Writer,
- Production Company

VALUE

What is the value that you bring with your work?



WHAT

Make it really specific to what you do.
Add in flavour that makes it unique to you and your vision.

Examples:

I am a director from London who **exposes worldwide corruption with stories following the world's governing powers**

Our boutique production company **brings more joy to the world by creating animations to inspire children**

We are a group of vagabonds that **shows the world life is too complicated by making stories about farts**

STANDING OUT FROM THE CROWD

Setting a Mission Statement like this helps you to display values and focus on what it is that you are trying to achieve with your career. As the old proverb goes, fail to plan then plan to fail.