



HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

Building a Mission Statement

The following example is what the elements of a mission statement might look like as you work out what yours:

Our Values

Our guiding principles are:

1. Collaboration makes us stronger
2. We have a Growth Mindset and constantly explore how we can be better, more efficient and more profitable.
3. We work as a team and our collective ideas create a business we all believe in
4. We champion meaningful work that makes a difference
5. We thrive on Open, Honest Communications
6. We Embrace Better Tech and Innovation
7. We believe every business deserves the highest level of service - big or small.

Our Purpose

(why we exists for our customers)

To help agencies survive and thrive through next-level accountancy support and accountability, usually reserved for big business.

(Why it exists for us)

We want to bring accountants closer to their clients, and specifically help agencies to see the huge opportunity there is in understanding the story behind their numbers; when you tap into your accountant's full expertise, you can future proof and grow your businesses like never before.



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Our Vision

We want to be the go-to accountancy for ambitious creative agencies ready to transform and scale their businesses.