



POLARIS EDITORIAL
SETTING THE COURSE, LIGHTING THE WAY



TO THE ORGANIZATION'S SECRET SERVICE

**MISSION
POSSIBLE**

MISSION POSSIBLE

TO THE SECRET SERVICE OF THE ORGANIZATION

By

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EVERY COMPANY **MUST HAVE MISSION**



Creating and planning a business is not easy, but the task can be approached in a systematic way that maximizes the probability of success.

First, it must be recognized that every company must have a reason for its existence.

Second, every entrepreneur must know why their new business should be created.



△ Entrepreneurs start new businesses for many reasons, some good and some not so good.

△ Many entrepreneurs simply want freedom and independence from the workplace.

△ Unfortunately, the market can be more demanding than the most meticulous boss, and the entrepreneur who starts a business just to get away from the limitations of a job may be in for a big disappointment.

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It is not unusual for entrepreneurs to desire a creative opportunity and embark on a new business as a means of self-expression.

This motivation to own and operate a business is certainly acceptable, but in the final analysis...Few companies are considered successful unless they make money, and for good reasons: few entities can exist for long if

they do not become profitable at some point.

"Perpetual devotion to what a man calls his business is sustained only by the perpetual neglect of many other things."

— Robert Louis Stevenson, *An Apology for the Idle*



△ The mere desire to have a business is not enough to justify the existence of a company.

△ Even the desire to make a profit is not enough for a business to thrive.

△ There also must be an economic explanation for a firm to prosper.

A business must produce goods and services that people buy in sufficient quantities to justify the production of those goods and services.



The entrepreneur who says, ***"I want to be in the catering business in San Diego because I'm a good cook and I like the San Diego weather,"*** may not be in business for long if no one buys his food.

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Unfortunately, there are many reasons why people do not buy things :



- 1 The price must be right.
- 2 Quality is a consideration.
- 3 What else is on the market is another factor.

You may be the best cook in San Diego, but if you cannot sell your food at a reasonable price, you will not succeed.

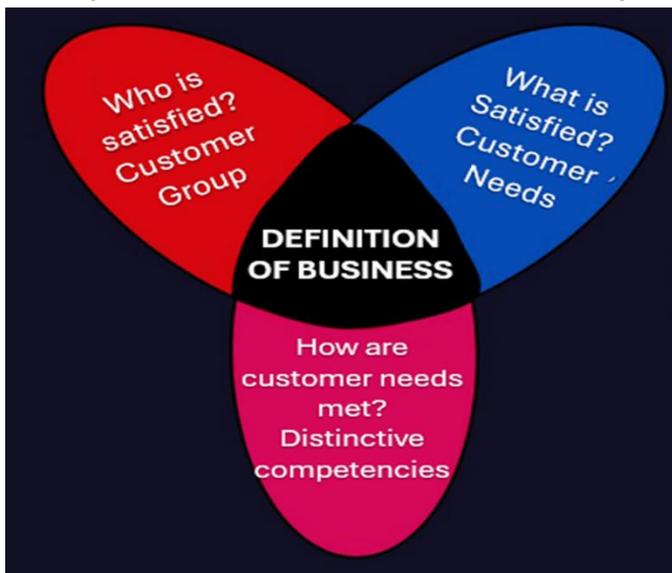
Furthermore, if you cannot deliver on time and cannot offer a pleasant environment for your meals, your business will not last.

● A successful business is born and survives because a **smart entrepreneur has identified a real demand** for specific goods and/or services.

● In addition, demand must be met by being able to sell those goods and/or services **at a price that people can afford** .

● Finally, the demand must be met with a **cost structure that generates sufficient profit** to justify the investment in time, energy, and money that the entrepreneur and their sponsors (financial and otherwise) must make.

Given the warnings mentioned above , it should be obvious that the first thing an entrepreneur should do when contemplating starting a new business (or continuing an existing one) is **to determine why that business should exist** .



It is smart to detail the reasons in a brief narrative statement that reflects the motivations of both the entrepreneur and the market served.

This narrative statement is called a **company mission statement** . A

possible mission statement could be:

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"Company ABC wishes to provide X (for the product and/or service area where the business will be or is currently located) with the highest quality Y (the product and/or service being provided), while enabling the business owner(s) to achieve personal and financial independence."

DESIGN OF A COMPANY'S MISSION STATEMENT.



- ⦿ The Mission is what one will dedicate oneself to or is already dedicated to.
- ⦿ It is the enduring expression of the purposes that distinguish a company from other similar companies.
- ⦿ The mission is the engine, what makes people move towards the vision.

● It is reviewed periodically; there is no recommended time for its review. Organizations (companies) typically review their mission after prolonged periods (around 10 years), although it can be reviewed whenever deemed necessary. The mission is derived from the business definition.

● To design a solid mission that reflects the organization's present, it is crucial to conduct a thorough diagnosis of its current situation. Here are the fundamental questions to explore at that present.

● By answering these questions honestly and thoroughly, you will gain a clear and detailed picture of the organization's current state. This understanding is fundamental for then defining a mission that is relevant, realistic, and serves as a solid foundation for future strategy. A well-grounded mission in the present is more likely to guide the organization toward a successful future.

Once the questions about the company's present have been answered, the questions and answers must be fed into artificial intelligence, asking the AI to propose three options for Business Mission, Business Values, and Strategic Objectives.

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The following are the questions that should be answered with the knowledge you have of the company you want to open (start-up) or that already exists:

About the Identity and Purpose Current:

1. What will we do? (Describe the activities main, the products or services you offer) including the brand of the product or service and the company name.
2. Who Will we serve? (Identify your clients, users, or beneficiaries).
3. The needs of the customers in the market we are going to target are Changing? If the answer is affirmative What this driving these changes? Can we wear those changes to our favor?
4. What is our value proposition? .What problem will we solve for our customers? What need will we satisfy? What makes us different or valuable? Why?) that the customers us they will buy to us and No to the competition?
5. Why should we exist as a company? What is our fundamental reason for being?
6. What will be our core values that guide our company?
7. Which is the culture organizational desired? (How will work here feel?
8. Which will be the rules and the dynamics internal?).
9. That values us will motivate to continue forward?

About The Operation Internal:

1. Which are our main strengths and internal weaknesses in This moment? (resources, capabilities, talent, technology, processes, structure).
2. How will the company be organized? (Structure hierarchical, departments, teams).
3. Which will be our processes clue? (Production, sales, marketing, customer service, etc.).
4. Which will be our key resources ? Financial, human, technological, infrastructure).
5. How do we communicate internally currently? (Information flows, channels).

About the Current Environment

1. In that market either Which industry will we operate in? (Which are its main characteristics?)
2. Who are our main competitors? (Which are their strengths and weaknesses?).
3. By that the customers prefer to our competitors and not to us?
4. What are the current relevant trends that affect us? (Technological, economic, social, political, legal, environmental).
5. Which are the needs and expectations current of our customers? (Are they changing?).
6. Which are the opportunities and threats that presents him around?
7. Which ought to be our business?

About The Performance Current (Only if the company already exists and is operating)

1. Which are our financial results current ? (Income, profitability, market share , etc.).
2. How did we measure our success now? (Which are our current key performance indicators?).
3. What feedback do we currently receive from our customers and other stakeholders ?
4. We are fulfilling now with our goals and are our current ones?



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