



MESSAGE

"If you can't state your position in eight words or less, you don't have a position."

—Seth Godin

"Any CAUSE that requires a lengthy explanation isn't a CAUSE around which a CRUSADE can be built."

—Charles Handy

"A customer can say 'NO' because the offer doesn't apply to them; but NEVER because they didn't UNDERSTAND IT!!!"

—Doug Hall, (*Jump-Start Your Brain*)

"We need to SHAPE the MESSAGE; then, we can figure out how to ARTICULATE it."

—Politicians

XYZ NON-PROFIT MISSION STATEMENT

Blah, blah, blah, **SURVIVAL**. Blah, blah, **DEDICATED** blah, blah, blah. Blah **VOLUNTEERS**, blah, blah, blah, blah, blah, blah, blah, blah, blah. **SERVING OUR COMMUNITY**, blah, blah **CAPACITY BUILDING**. Blah, blah **ALL-INCLUSIVE** blah, blah, **POLITICALLY CORRECT**, blah. Blah, blah **HUMANITARIAN**, blah, blah, blah, blah, blah **THESAURUS**, blah, blah, blah, blah, blah, blah, blah **BY A COMMITTEE**, blah!

OUR MISSION

WE FULFIL DREAMS THROUGH the EXPERIENCES of MOTORCYCLING by PROVIDING to MOTORCYCLISTS and to the GENERAL PUBLIC an EXPANDING LINE of MOTORCYCLES, BRANDED PRODUCTS and SERVICES in SELECTED MARKET SEGMENTS!

LIVE TO RIDE. RIDE TO LIVE.

"We must radiate God's love."

—Mother Theresa's Mission Statement

"We teach people to LIVE INDEPENDENTLY... by LIVING INDEPENDENTLY!"

—Living Skills Center

"TO ORGANIZE ALL THE WORLD'S INFORMATION."

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