

## 12.7: Discussion Questions

---

1. After a search, give examples of companies with clear vision but poorly defined mission statements.
  2. What are the pitfalls in crafting a vision statement that is too broad or too narrow?
  3. Place the SMART goals in order of importance and discuss why you chose that order.
  4. How can telling your entrepreneurial story help build a brand?
  5. What is the risk of falling in love with your own entrepreneurial story?
- 

12.7: Discussion Questions is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.