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Sponsoring Mutual Fund Dealer

“We are a community company committed to maximum global impact. Our mission is to elevate the world’s consciousness.” The opening lines of WeWork’s prospectus for its planned initial public offering in 2019 only seem to confirm the worst about mission statements. People sit in a room earnestly discussing the differences between their purpose, their vision and their mission. There are whiteboards and bottles of kombucha. Nonsense often ensues.



“It’s more than one kid. You better cut the watermelon into pieces.”

But even guff has meaning. For investors, the mission statement sends useful signals. It articulates what a firm does and gives clues to where its priorities lie. In the case of WeWork’s mission of sweeping floral grand-eloquence, it served only to help elevate the consciousness of investors that the property company had lost its marbles.

Concise, well-written and meaningful mission statements however do deserve more than an eye roll. They can tell you what matters most to a firm. Lulu’s Fashion Lounge, a clothing manufacturer, says that its mission is to be the “most beloved women’s brand for affordable luxury fashion”. Direct and to the point, this is an example of a company that knows what it is all about. By contrast, Solo Brands, an outdoor consumer goods company, describes their mission as one to “aim to help the customer in our communities live a good life by inspiring moment that create lasting memories”. All that from a company whose biggest seller is a stainless steel fire pit.

Topping them all though is Krispy Kreme, which most of us thought had returned to public markets earlier in the summer (a topic covered in an earlier ATW) to sell donuts. Wrong. “As an affordable indulgence enjoyed across cultures, races and income levels, we believe that Krispy Kreme has the potential to deliver joyful experiences across the world”. You be the judge.

Here at First Capital Financial, our mission is *to help our clients with their money and the peace of mind that comes from that*. For over 28 years now, this is what we are all about: helping you with your money. And every time a client thanks us for doing just that, we feel good and think to ourselves, mission accomplished.

As for WeWork, it is back and chastened. It's public debut announced it's revised vision to "create environments where people and companies come together and do their best work." No mission creep this time.

Tune in every Wednesday going forward for the latest Around-the-World (ATW) blog posting, as we return to our weekly format. Thanks for reading daily all the way through the pandemic and it is my hope that the myriad of topics covered really helped you.

Be safe, be well!

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