

ENVISIONING YOUR DANCE COMPANY

At one point or another in every dancer's career, the idea of starting his/her own company will surface. Every dance company begins with a vision. The success or failure of a company often depends on how well they articulate that vision.

Most professional companies have a **mission statement**, a document detailing basic concepts about the company such as vision, purpose, goals, and service. Every dance company should have a mission statement to serve as a reminder of why the company was created and what it is trying to achieve. Without goals, even the loftiest of ambitions won't get you very far.

For this exercise, do some research to find out more about dance companies and their mission statements. Search out five different companies whose work you respect and download their mission statements. Consider the following questions:

1. What similarities appear between the different mission statements?
2. In what ways do their mission statements differ?
3. What are the goals of the company?
4. Can you find evidence of the company working towards these goals?

After researching these companies, take some time to consider your own dream company. What is the purpose of this company? What are its goals? Write a brief mission statement for this company. Keep it short - no more than a couple paragraphs.

In addition to the mission statement, also include a brief outline of the personnel needs to create such a company. Create a list for the short term and another for ten years down the road. Consider the following questions:

1. What personnel are absolutely essential to starting up this company?
2. How do the needs of your company change over time?
3. How do your personnel needs tie back into your mission statement?