

Mission Statement

Every organization needs a basic statement that clearly describes for its staff, suppliers and customers why the organization exists. This statement provides the organization's purpose in brief and concise language. It should be easy for all to remember using a limited number of meaningful, well chosen words.

A mission statement :

1. Is not a lengthy dissertation about the whole organization and all the things it does. There should be no ambiguity.
2. Is not a discourse on the wonderful things the organization wants to do to help the community or protect the environment. These things are important and can be included later in the plan, but not in the mission statement.
3. Is not a slogan to be used in the hopes of motivating the staff.

Making a Mission Statement is the second part of the "Dream It" phase, and answers the question of "How you are going to achieve your Vision".

There are two ways to approach development of a mission statement. The first is for the senior leader to develop a statement that describes what he or she sees as the mission. This is a statement that will clearly lay out what the company does. As stated before, the mission statement is a leadership responsibility so it isn't wrong for the leader to develop it unilaterally. The senior leader may come to the planning session with two or three prepared draft mission statements. Discussion can then begin with what elements of the statements best represent the

organization's mission.

Remember that this technique does not encourage each member to think of their contribution and allows them to just echo the leader's thoughts. Once the mission statement is complete, members should ask themselves if it truly conveys the mission of the organization. It is essential that the leader allow free discussion at this point. The statement can be modified at any time, but it gets more difficult as the process continues.

BUT...

The second method will produce a better result. This method involves the leadership team. There are two reasons why this is a better approach:

1. The properly formed team will have expertise from each area of the organization and will be more likely to ensure that the statement covers all important aspects.
2. The process of creating the mission statement is an excellent way to quickly meld the group into a cohesive team that will more efficiently tackle the rest of the planning process.

With the group gathered, have each member write down several things that their particular part of the organization does. These should be short two or three word phrases. Then, have each member state their first phrase.

Continue around the group until everyone has exhausted their list. The person who is acting as a facilitator will write down each phrase. It is these categories that will provide the basis for the mission statement. At this point, the facilitator will help you develop these categories into a complete mission statement.

The service or manufacturing industry above might decide its mission is to be – “Committed to building strong Customer relationships through Integrity and the Delivery of Quality (Service industry) Services/Solutions”.

In this Mission we encompass the balance discussed above by covering the Customer (Customer relationships), Internal Processes (Quality), People (Integrity), and a better Financial result will be the outcome.

The retail business above might decide that it’s Mission is to – “Operate (the Business) which delights its Customers, is a satisfying place to work, where its Suppliers are actively supportive and which is highly profitable”.

This Mission would also be balanced and certainly would achieve the Vision of being successful.

Write Your Mission down – below. This is the second statement that will appear later on your One Page Plan.

Mission:.....
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SO, we have covered the Vision and Mission, or the “Dream It” phase.