

# What is a Mission Statement?

- Mission is the *purpose* or reason for existence of your business.
- It is a *general* heading or direction.
- A mission is what you *stand for*.
- A mission should be *timeless*. It should rarely, if ever, change. It should stand the test of time.
- *Example:* “To increase man’s capability to explore the heavens.”

# Developing a Mission Statement

- Why are you in business?
- Who are your customers?
- What image of your business do you want to convey?
- What is the nature of your products?
- What level of service do you provide?
- What roles do you and your employees play?
- What kind of relationships will you maintain with your suppliers?
- How do you differ from your competitors?
- How will you use technology, capital, process, produces and service to reach your goals?

# The Good and the Bad

## **The Good**

- Uses language your customers use
- Is emotionally stirring
- Communicates the “why”
- Concise
- Sounds good spoken out loud
- Memorable
- Surprises
- Actionable
- Specific

## **The Bad**

- Uses jargon, doesn't understand audience
- Logical and cold
- Communicates the “what” or “how”
- Really Long
- Rambling Paragraph
- Full of clauses and hard to say
- Forgettable
- Dull
- Can't be quantified
- Vague

- **Hershey Company:** Undisputed marketplace leadership
- **IBM:** Operating a safe and secure government
- **Microsoft:** At Microsoft, we work to help people and businesses throughout the world realize their full potential. This is our mission. Everything we do reflects this mission and the values that make it possible.
- **AFLAC:** To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers.
- **Chevron:** At the heart of The Chevron Way is our Vision to be the global company most admired for its people, partnership and performance
- **Fedex Corporation**
  - FedEx will produce superior financial returns for shareowners by providing high value-added supply chain, transportation, business and related information services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its employees, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.

- **eBay:** "At eBay, our mission is to provide a global online marketplace where practically anyone can trade practically anything, enabling economic opportunity around the world."
- **Google:** "Organize the world's information and make it universally accessible and useful."
- **Walt Disney:** "We create happiness by providing the finest in entertainment for people of all ages, everywhere."
- **Amazon:** "To build a place where people can come to find and discover anything they might want to buy online"
- **Innocent:** "Make natural, delicious food and drink that helps people live well and die old"
- **The Motor Neurone Disease Association:** "Our mission is to fund and promote research to bring about an end to MND. Until then we will do all that we can to enable everyone with MND to receive the best care, achieve the highest quality of life possible, and die with dignity. We will also do all that we can to support the families and carers of people with MND."

# Reminders

- Remember a mission statement should be somewhat timeless - it should apply to not only today but possibly even twenty to fifty years from now.
- It should put forth a general direction or heading stating what it is that you stand for.
- In essence, a mission can never really be achieved - it should be ongoing. If it can be achieved and completed then it is a vision not a mission.
- You should think of your mission as your true north heading on your compass.