

Writing Your Mission Statement



A mission statement (MS) is your business's family motto. It is the quintessential reason why you are in business. The statement should be comprised of action words that are the embodiment of why you started the business, what you want to accomplish. However, it needs to be simple and memorable, referred to frequently, and posted in very noticeable areas. If your employees are not working toward the same goals you want, then your customers will end up with a mixed message of what your firm represents.

The mission statement should be created first. Everything else—the business plan, the type of customers you serve, and your location serve to endorse the MS. When you are networking, the statement will help you to describe your business. The MS anchors the business to the tangible and intangible reasons for being and later offers a benchmark to return to when things are not working as planned.

The web site <http://www.bright.net/~flounder/mission.html> offers numerous examples of how not to write a mission statement. One taken from the site is, “Our challenge is to progressively conceptualize high-quality quality vectors to allow us to globally simplify customer directed meta-services and approach our jobs with passion and commitment.”

The mission statement will address issues that concern people directly, give a sense of mission for the future and unify the direction of the organization. Simply put, the mission of your mission statement is to create a meaningful sense of identity for your business.

Examples

Here are examples of mission statements:

“All kids need is a little help, a little hope and somebody who believes in them.” - *Magic Johnson Foundation, Inc.*

“Greenpeace seeks to:

- Protect biodiversity in all its forms
- Prevent pollution and abuse of the earth's oceans, lands and fresh water
- End all nuclear threats
- Promote peace, global disarmament and nonviolence.”

“To maximize the participation of Oceania in all aspects of the Sydney Olympic Games” - *Oceania National Olympic Committee*