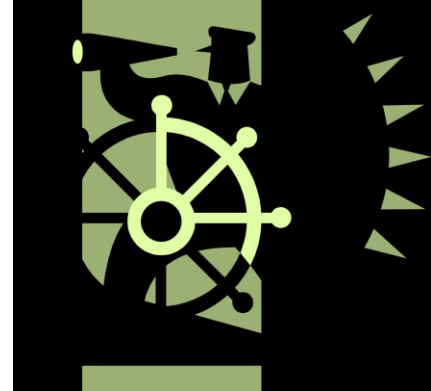


Business Mission Statement Definition

In this exercise you will draft a mission statement for your business or organization.

A business mission statement defines three things about a company or organization:

- **What** the company or organization does. What products or services does it provide? Does it design, develop, produce, market, consult, sell, etc.?
- **Who** it serves. Does it serve individuals, businesses or both? What subset of these, such as a given demographic, gender, industry or size of business, does it serve?
- The **value** it provides (i.e., how it serves) its clients. Do its clients improve their health, life, profits, cash flow, processes, etc.?



A mission statement is designed to provide those in a company or organization with a clarity of purpose (what people do) and is the basis (along with its vision and values) for all strategic and operational decisions.

It also creates clarity of value for those outside the company and answers the question of whether this company or organization can be of value to me and/or my company.

Examples:

Here are several good examples of a well written mission statement. Look for the three components in each:

An Outdoor Sports Complex: To bring affordable outdoor activities and water sports opportunities to all through the use of an environmentally friendly ACME Centre.

A Consulting Firm: ACME improves your key operating objectives for reliability, safety and productivity by empowering people with process knowledge and information to drive maximum returns from plant assets.

A Non-Profit Business Resource Center: The ACME Resource Center provides the counseling, education, connections and resources required for business success for small and start-up companies with a focus on women-owned, minority-owned and other underserved and aspiring businesses.

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Drafting A Mission Statement

Step 1: Develop answers to the three components of the mission statement for your company or organization:

- What do we do? Do we produce a product or deliver services? Both? What adjectives define what we do; design, build, market, advise, sell, clean, etc.?
- Who do we serve? Who finds these products or services of value? Individuals or businesses? What demographic of individuals or businesses? What industries or trades?
- What value do we provide? What business problem, human need, or desire do our products and services fulfill? What nouns define our value; health, vitality, fun, profits, results, reduce, improve, etc.?

Step 2: Draft a mission statement (one or two sentences) that captures the above components in a compelling manner for your company or organization. *Note:* It may take several drafts.

TIP: Remember that words matter in a mission statement. If you are getting stuck on the use of certain words (especially the key action adjectives and value nouns), it may mean that these words have different meanings to those involved. This is a good opportunity to clearly define these terms for your company and organization and this usually will move the process along while helping make the mission statement more effective and powerful.