

How to write a mission statement

By Samantha S.

A mission is what a person, a group, an organization or company sets out to do. It is the direction that the people involved in the movement keep in mind while going about their daily routine and not-so-routine activities, therefore it will not be unreasonable for us to assert that a statement outlining the mission of the company or any organization in general indicates its reason for being, or 'why it exists'. It also reflects the community or audience it serves.

Having outlined what a mission statement is, it is important to know what it should and should not have. Here is a small list of pointers that one should keep in mind while creating a mission statement.

- ✗ Make sure that the statement **expresses your organization's** purpose in such a way that it inspires a feeling of ongoing commitment.
- ✗ Ensure that the statement is **convincing, devoid of jargon and is easy to grasp.**
- ✗ **Use of proactive verbs** to describe what an organization sets out to do is recommended, it enhances the quality and impact of the statement.
- ✗ **Motivation is an important objective** of the mission statement. Remember that the statement is not only going to affect the employees but also all those who are either directly or indirectly associated with the organization.
- ✗ Make sure it is **current and relevant.** Sometimes an organization sets off with certain goals but somewhere down the line the same are altered or even changes completely, make sure that your statement is always current by periodically reviewing it. 5 years might be a good time to re-evaluate the same and tweak it to make it current.
- ✗ And last but not the least – make sure **it is short.** It should be short enough for anybody to the organization to recall and replay. Some experts in the industry say that the statement should not be more than 25 words under any circumstances.

So how does one actually write this mission statement? One could perhaps start with referring to the 'vision' of the organization and putting together as many heads as possible and brainstorming. Some of the following exercises can help you develop that perfect mission statement:

- ✗ A list of 5 -10 words or phrases describing the organization could be drawn. Out of this list highlight the three that you feel are most important.
- ✗ Now list down 3-5 words or phrases that best describe the organization's ideal image (the image that you would want the target audience or customer or prospect to have).
- ✗ Along with this make sure to list down 3 – 5 words or phrases that best describe the organizations ideal image from the management and employee's standpoint.

Place all this information together and coin that critical statement. Remember you may have to go through several drafts before you hit upon the best one.

Samantha Ryan recommends you visit <http://www.MissionStatements.com> for more information on mission statements.