

Mission Statement

An effective Mission Statement provides strategic vision and direction for the organization and should not have to be revised every few years. The Mission Statement serves as a beacon and inspiration at every level of your company and is the guiding spirit and discipline by which culture and decisions are developed.

A comprehensive mission statement:

- Will be the criterion for every decision that is made
- Clarifies what your company (of one, two or one hundred) stands for
- Determines how you relate to your customer
- Establishes the standard for relating with your coworkers, supervisors, and those who report to you
- Affects the kind of people you recruit
- Drives your personal and/or employee training and development plan
- Is essentially the hub that defines every aspect of your organization

It also includes these concepts:

- The moral/ethical position of the enterprise
- The desired public image
- The key strategic influence for the business
- A description of the target market
- A description of the products/services
- The geographic domain
- Expectations of growth and profitability

Some popular mission statements:

IBM

"Uncompromising personalized service."

IBM's stands for three things, "The dignity of the individual, excellence, and service." Everything every employee does must conform to this mission, whether they are working with an external client or a co-worker.

3M

"To solve unsolved problems innovatively"

Mary Kay Cosmetics

"To give unlimited opportunity to women."