

WHAT IS A MISSION STATEMENT?

It is getting everyone to drum to the same beat. The mission states the organization's reason for being. It identifies the human and societal needs that are central to the concern of the organization. (Adapted from Rosso, 1991)



It answers the questions:

Who are you and why do you exist?

What purpose do you fulfill in society?

The suggested criteria for an effective mission statement are that it: (Drucker)

- Is short and sharply focused (ideally less than 15 words)
- Is clear and easily understood
- Defines why we do what we do; why the organization exists
- Does not prescribe means
- Is sufficiently broad
- Provides direction for doing the right things
- Addresses our opportunities
- Matches our competence
- Inspires our commitment
- Says what, in the end, we want to be remembered for

Examples

Not-for-profit

Our Historical Society promotes interactive lifelong learning by inspiring curiosity about the heritage of the Aurora Colony.

Empowering individuals to make positive choices, build stronger families and live healthier, more fulfilling lives.

The Portland Housing Center serves all kinds of people with all types of income. We believe that everyone deserves access to homeownership.

Corporate

Columbia Sportswear

To design and deliver authentic, outdoor, high-value products for active consumers of all ages.

WalMart

We save people money so they can live better.

Tesla

To accelerate the world's transition to sustainable energy.

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