



MISSION WORKSHOP AGENDA

ONE DAY WORKSHOP

Use the Mission Statement White Paper and Worksheets to conduct the workshop.

Agenda

- 8:30 - 8:40 Introduction/Why we are doing this
- 8:40 - 9:00 What is a Mission Statement - definition
- 9:00 - 9:30 Examples of good and bad Mission Statements / Mission statement generator joke
- 9:30-10:00 Organisation Vision
- 10:00-10:30 Organisation Values
- 10:30-11:00 Morning Tea
- 11:00-11:30 Organisation Goals
- 11:30-12:00 Organisation Products and Services
- 12:00-12:30 Target market
- 12:30- 1:30 Lunch
- 1:30 - 2:00 How the organisation delivers the Vision
- 2:00 - 3:00 Play Dan Heath video on writing Mission Statements
Groups prepare first Draft Mission Statements
- 3:00 - 3:30 Afternoon Tea
- 3:30- 4:00 Groups present Mission Statements for feedback
- 4:00-4:30 Revise Mission Statements and conduct Mission Statement Test

MISSION WORKSHOP WORKSHEETS

ORGANISATION VISION

Organisation Vision describes where your organisation wants to go. Vision provides context for the Mission.

It is not uncommon for people to get Vision and Mission mixed up.

Quite simply Vision is about WHERE you are going. It is about the future of the company and why you get up every day and go to work. Mission is about HOW you get there.

A good Mission Statement is a unifying focal point for activity. The mission provides a clear, tangible goal or end point. A Mission is all about doing. The Mission Statement is similar to a vow. In some instances, companies produce a bold mission. A bold mission is called a Big Hairy Audacious Goal (BHAG).

Example:

Proctor and Gamble: To provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

Samsung: Dedicated to making a better world for our customers through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels and more.

Record existing organisation Vision:

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ORGANISATION VALUES

Organisation Values are a representation of the organisation's culture and they provide a backdrop for the development of a Mission Statement. Values also give clues as to the tone and manner of the Mission Statement.

Example Values for BBC:

Trust is the foundation of the BBC: we are independent, impartial and honest

Audiences are at the heart of everything we do

We take pride in delivering quality and value for money

Creativity is the lifeblood of our organization

We respect each other and respect our diversity so that everyone can give their best

We are one BBC: great things happen when we work together

List existing organisation Values:

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ORGANISATION GOALS

Organisation Goals should be written somewhere in the organisation's strategic plan or other planning documents.

These goals are a vital ingredient in forming the Mission Statement.

There are a number of categories of goals eg:

Financial: X% profitability by Y time

Sales: A sales by B time

Costs: Keep to \$C by D time

Customer: EE NPS by F time

Human Resources: GG diversity by H time

Culture: II adherence to company values by J time

List existing organisation Goals:

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WHAT DO YOU DO?



To help describe what your organisation does first write a list of your products and services.

Add things that you would love your organisation to be doing in 10-20 years time.

List organisation Products and Services:

Things that your organisation will be doing in 10-20 years:

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WHO DO YOU DO IT FOR?



A good Mission Statement includes people you are targeting with your products and services.

These people can be both internal and external to the organisation and might include customers, employees and other stakeholders.

List organisation Targets:

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THE HOW



How does your organisation do what it does to achieve the goals and vision? This is the organisation's method, style, attitude and actions. It answers the question 'How do we do things around here?'

Describe how you do things at your organisation:

MISSION WORKSHOP WORKSHEETS



Taking in consideration all the previous 6 worksheets, write an actionable Mission Statement.

Ensure that your statement describes how you will achieve the organisation's Vision.

Example Mission Statement for BBC

“To enrich people’s lives with programs and services that inform, educate and entertain.”

Statement must answer

What we do. Eg Programmmes and services

How we do it. Eg Inform, educate and entertain

Who we do it for. Eg General public (people)

Value we bring. Eg Enrich lives

Goal we want to achieve - This is optional and used by most organisations

Write your Mission Statement:

MISSION 10 POINT TEST



This Mission Statement Test asks you questions that will ensure that your Mission is clear, motivating and actionable.

1. Is the Mission Statement clear, concise, compelling and easy to grasp?
(if the answer is not yes to all five descriptors then revise the statement accordingly)
2. Does the Mission Statement describe how you will achieve the company Vision?
3. Is the tone and manner of the wording reflective of the company Values?
4. Does the Mission Statement identify your target market? (who)
5. Does the Mission Statement state what you do? (what)
6. Will the Mission Statement be motivating to all layers of people you are targeting, not just senior managers?
(if the answer is not yes for all layers of target people then revise the statement accordingly)
7. Is the Mission Statement easy to remember?
(if the answer is not yes then shorten it. See if you can make it the length of a tweet)
8. Do you believe the company can implement the Mission Statement?
9. In the future will you be able to tell if you have achieved the Mission?
10. Do you like the Mission Statement?