

The Power of Mission

“Ever more people today have the means to live, but no meaning to live for.”

*Viktor Frankl in
Man’s Search For Meaning*

A mission statement answers the question, “What is our reason for existing?” What are we trying to achieve on behalf of our clients? The mission statement is the compass that keeps members of the organization on the right track and gives its members a strong sense of purpose.

A mission statement defines who our customers are, which markets are being targeted; which needs we are satisfying and how the organization will serve the client. It should be the first step in developing a strategic plan. A strategic plan that is not in sync with the mission can be disruptive and counter productive.

Actually the mission statement should be the lighthouse that serves as a guide for making strategic decisions, leading us to more consistent decisions. We should ask ourselves, “Is this decision we are about to make in line with our mission?”

Examples of Mission Statements

Examples of good clear and concise mission statements are:

- **Amazon** — We make the internet buying experience fast, easy, and enjoyable. We’re the place where you can find anything to buy online.
- **3M** — We solve people’s problems by putting innovation to work for them.
- **Southwest Airlines** — We are dedicated to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride and company spirit.

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- **Nike** — Our mission is to bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.
- **Boeing Company - Africa Division** — Our mission is to establish a powerful presence and positive image of the Boeing Company with governments, business, and community leaders.
- **University of Phoenix** — The mission of University of Phoenix is to educate working adults to develop the knowledge and skills that will enable them to achieve their professional goals, improve the productivity of their organization, and provide leadership and service to their communities.

Exercise III Writing your mission statement

Complete the mission statement exercise using Worksheet III.

Worksheet III

Writing Your Mission Statement

Define your customer.

Define how you satisfy the needs of your customer.

Describe your product or service.

Write your mission statement in one or two clear, concise sentences incorporating the above elements.
