

## 1.0 PURPOSE

- 1.1 A mission statement can be the foundation from which ABC, Inc. establishes policies and procedures. This standard procedure explains the method of formulating a simplified corporate mission statement used as a communication device with all employees and the public.

## 2.0 CONCEPT

- 2.1 A mission statement communicates to employees, the company's overall expectations, direction and focus. Goals, policies and procedures are developed within the confines set forth by the mission statement. The basic function of a mission statement is to convey to the public and employees the justification for ABC, Inc's. existence.
- 2.2 The corporate strategic plan begins with the mission statement. Short and long range goals are formulated from this statement. Descending goals are then developed for each major division or department and then for the various sub-units. This process continues down throughout the organizational hierarchy. Objectives or action plans are the timetables added to the goals to perpetuate and measure the process throughout the company.
- 2.3 The mission statement is a written description of the company leadership's vision and corporate direction in terms easily understood by all employees. The leaders' vision is the personal way the company plans to do business. Management and employee decisions are not to violate the mission statement (or the prime directive), the basic premise of "why we are in business". The mission statement's purpose is to provide a company-wide bond and a single-minded approach to producing company profits.

## 3.0 MISSION STATEMENT FORMAT

- 3.1 The mission statement is a short message describing ABC, Inc.'s relationship and expectations with respect to customers, employees, community and the firm. The most obvious is profit, but there may be other reasons for existence, provided we are profitable. Other purposes may be as an asset or provider of necessary services to the people in the community and an opportunity for our employee's personal growth and

development. Write a brief description of why we are here, using action verbs in the sentence structure.

- 3.2 List critical attributes necessary to ingrain in the employees the company values. Key words are used and defined such as quality, customer service and teamwork. The purpose is to set a common direction for everyone within the company.
  - 3.3 List what ABC, Inc. will provide for our employees. This is a realistic and truthful statement of what will be provided for employees, for their safety, well-being and contentment.
  - 3.4 The development of the mission statement begins with the completion of the attached form, A-100A. Prioritize the list of topics as:  
A-important, must be in the statement;  
B-some importance, could be in the statement;  
C-not very important, not necessary for the statement.  
Next, explain what the topic means to you (your vision).
  - 3.5 Upon completion of form A-100A, draft the mission statement using the "A" priorities and, space permitting, some of the "B" priorities. The entire mission statement may be three sentences or three paragraphs, but confined to one page. It must be easily understood and brief. If employees do not understand what it means, they will not respond as intended. If the mission statement is too long, the employees will not remember.
- 4.0 CONCLUSION
- 4.1 Review the corporate mission statement annually with employees, serving as a constant reminder as to the purpose of our existence. The vision for the company rarely changes, however, since the mission statement is our foundation from which our plans take root, the statement must be structurally sound.
  - 4.2 The mission statement is posted on large placards in conspicuous places as a reference for all employees and individual managers, becoming a groundwork for decision making and performance evaluations.
  - 4.3 The Owner is the "keeper of the vision". Other top management may be involved in the statement formulation, but the responsibility of the completed mission statement remains with the Owner. In addition, the Owner is responsible for maintaining adherence and awareness of the mission statement throughout the corporate structure.

TOPIC                    IMPORTANCE                    VISION - How do you see the company?

<u>Profit</u>	_____	_____
<u>Market Type</u>	_____	_____
<u>Market Niche</u>	_____	_____
<u>Sales Growth</u>	_____	_____
<u>Co. Growth</u>	_____	_____
<u>Cust. Serv.</u>	_____	_____
<u>Competition</u>	_____	_____
<u>Creativity</u>	_____	_____
<u>Training</u>	_____	_____
<u>Quality</u>	_____	_____
<u>Technical</u>	_____	_____
<u>Safety</u>	_____	_____
<u>Ethics</u>	_____	_____
<u>Integrity</u>	_____	_____
<u>Vendors</u>	_____	_____
<u>Community</u>	_____	_____
<u>Country</u>	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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