



## **Developing a Mission Statement (Revision date 1-12-2013)**

Mission Statements are the inspiring words chosen by successful leaders to clearly and concisely convey the direction of the group or organization. By crafting a clear mission statement, you can powerfully communicate your intentions and motivate your team, group or organization to realize an attractive and inspiring common vision of the future.

A Mission Statement defines the organization's or group's purpose and primary objectives. Its prime function is internal – to define the key measure or measures of the group's success – and its prime audience is the leadership team and interested members.

### **Mission Statement Creation**

- To create your mission statement, first identify your organization's or group's "winning idea". For instance, you may want your group to “put vetted conservatives in all open seats in your community and beyond”.
- This is the idea or approach that will make your organization or group stand out from others and is the reason that you will draw interest from your community.
- Next identify the key measures of your success. Make sure you choose the most important measures (and not too many of them!) An example, “You will provide the necessary funding, candidates and education of those candidates”.
- Combine your winning idea and success measures into a tangible and measurable goal. “We will nurture these local office holders to grow into more influential positions within the state government”.
- Refine the words until you have a concise and precise statement of your mission, which expresses your ideas, measures and desired result.

### **Example:**

I would prefer that you be working from your own creative juices so I will provide an example for something unrelated to the Tea Party movement.

Take the example of a produce store whose winning idea is "farm freshness". The owner identifies two keys measures of her success: freshness and customer satisfaction. She creates her mission statement – which is the action goal that combines the winning idea and measures of success.

The mission statement of Farm Fresh Produce is:

"To become the number one produce store in Main Street by selling the highest quality, freshest farm produce, from farm to customer in less than 24 hours on 75% of our range and with 98% customer satisfaction."

It is said that without a plan, plan to fail. A Mission Statement is the first step of your plan for your group or organization. It is what will keep you on track and help you to remain focused.

Steven Covey has many helpful hints for creating a mission statement on his website.



You may want to check it out:

<https://www.stephencovey.com/7habits/7habits.php>