



Work Place: Magical Element of a Company Mission Statement

By: Kelly Graves "The Corporate Therapist™"

Published by Chico Enterprise-Record 1/12/11

Hawaii by plane or boat? San Francisco by car, bus, train or bicycle?

Whether taking a trip or taking your company from \$50,000 to \$200,000 or from \$10 million to \$20 million, two key elements lie within: What is your destination and how are you going to get there?

When leveraged to its fullest, a company mission statement can work magically to keep everyone's focus on where you are going and how you are going to get there.

The leader who takes the time to understand how and why to make a mission statement and then implements it to its fullest will experience efficiency, effectiveness and production like no other, irrespective of economy or competition. Only if every employee fully understands its meaning and value will they buy into its message and stand behind it.

In essence, your company will be on its way to the next major tier in growth and development when every employee can answer these questions easily:

*What business are we in? (If this seems too obvious, you may not be looking deep enough.)

* Who is our customer or user? (i.e., male, female, in-depth demographics etc)

* What is our direction?

*What are our core products, services, and relationships? (Do your respective departments know all the services of one another and are they fully cross-selling these services?)

*What changes are we deliberately making toward what end?

* What are we going to look like in 12 months or 24 months?

A good mission statement explains why your company is unique. It should encompass why you are different from competitors.

Here is a checklist to go by:

1. Is the statement for the short term or for the longer indefinite period? (That is, is your company in transition due to market, technological or demographic changes?)
2. Does the statement distinguish you from others?
3. Does the statement clearly stipulate image and how you and the customer interact?
4. Does the statement establish values that guide behavior?
5. Are the products, services, and relationships reflected in the mission statement in some way?

Here are examples of effective mission statements:

*Pizza delivery company: "deliver the order within 30 minutes, or it's free."

*Overnight delivery service: "We will guarantee that any package that we accept will get to its destination by a promised time the next day, without qualification, exception, or error."

* Department store retailer: "We are a retailer serving the upscale female consumer with distinctive, high-quality merchandise in an environment of undisturbed personal attention."

*Chemical manufacturer: "We manufacture the highest quality emulsions for use in the professional photography and medical x-ray fields."

*Tax and audit company: "We are committed to delivering the highest quality services by partnering with our people and clients to achieve success. The foundation of our business is trust, communication and value."

In essence, an effective mission statement can inspire the people within the organization, providing them with a clear direction and how that destination will be reached.

Kelly Graves is the CEO of Chico-based Internal Business Solutions, Inc. Visit the company's website at www.ProfitWithIBS.com. He can be reached at Kelly@ProfitWithIBS.com.