

What's The Mission?

The Process:

Step 1: First, we will conduct internal interviews with Ownership, Senior Executive Team, and Frontline Team Members. The goal is to understand the following:

- The founding history of your organization
- The life cycle of the company
- Strengths, Weakness, Opportunities, and Threats
- Your line of business
- Where is the company's future
- Current culture of the company
- Who are your competitors

Step 2: In this step we will focus on external interviews with a select group of key customers, vendors, and partners. In this step we will be evaluating the following:

- How you are viewed by your customers, vendors, and partners
- What do they need from you
- How does what you provide affect their business or lives
- How can you help grow their business or improve their lives

Step 3: Next we will conduct a brainstorming session with a select focus group of internal and external members. During this session we will do the following:

- Review and discuss findings of interviews
- Funnel down to an agreed upon purpose for the organization
- Funnel down to a set of principle values for the organization

Step 4: We will present several versions of a draft Mission Statement/Core Values for evaluation to the focus group for discussion and feedback

Step 5: We will present a final version of your new Mission Statement/Core Values

Engaged Organizations know where they are headed. They have a mission and everyone in the organization clearly understands how their particular job helps move the company toward fulfilling that mission. They are on a mission to deliver excellence to their customers, vendors, partners, and team members.

Let us help you create and communicate that mission.



The Introduction:

After the Mission Statement and Core Values have been set it is now time to make sure everyone on the team understands them.

Step 6: We will create a plan to brand and launch the new Mission Statement and Core Values to the entire organization. The plan will discuss how we get each team member to understand the Mission Statement and Core Values and how they relate to their position and work within the organization.

Step 7: We will prepare and facilitate a customized presentation/seminar to roll out and introduce the entire organization to the new Mission Statement and Core Values.

