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Mission: Possible

It's hard to put the essence of an organization into just a few sentences, but that is the goal of a mission statement. And while it is certainly challenging, this mission is **not** impossible.

Mission statements define a company's reason for being. They embody the company's purpose, overall goals and aspirations. They can be used internally and externally, so that employees, customers, vendors and prospects know exactly what the company stands for and where it is going.

If your company doesn't have a mission statement, or the existing one is stale, creating a new one can be an enjoyable, team-building experience.

Look at examples. There are no "rules" for a mission statement. It can

be formal and direct, clever or inspiring. Create a list of companies you admire, both in your industry and elsewhere. Look at their mission statements to get a feel for tone and content.

Discern what's important. Ask customers, vendors and employees for words and phrases that come to mind when they think of the company. This will illuminate what people value most about the organization and may be good starting points for discussion.

Be a standout. A good mission statement should speak specifically to your company. What is the unique selling proposition of the organization? What's special about the way it operates? Try to incorporate this difference into the

mission statement.

Spread the word. Once you've decided on a mission statement, share it. Post it in the lobby, make sure it's on your website, letterhead and marketing materials. It's a terrific reminder of what others can expect when working with you.

It's good to revisit the mission statement every few years. Things change, and it's important that the company embrace its current state and updated goals. ❖

What's your company's mission? Our perspective may add value to your mission statement discussion.

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