

Running Head: Developing a Mission Statement

Developing a Mission Statement

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Abstract

A mission statement is a statement that expresses the reason of existence of a company to its stakeholders and the whole world. The aim of a business is profit maximization and creating value for its shareholders, but the mission statement is something for the beginning rather than the end (Bart, 2008). To make a business successful, it needs to have a mission that is comprehensive and clear, which connects with the public and conveys why they should conduct business with the company. The mission statement should portray the vision of the company of how the clients should be seeing it.

Generally, mission statements include a business statement, a statement of purpose and signs of the values of the business. The statement of purpose clearly states what the purpose of the company is. For example, a generator company's purpose is manufacturing of generators. The business statement defines how those generators will be manufactured. The portion of the statement related to values tells us of the common values that are shared all through the company and how these shared values contribute in the manufactured product.

A mission statement is said to ideal when it is inspirational for the employees. The statement provides a certain direction for the staff as the purpose of their work is highlighted and they can particularly see their own contribution in the value chain. The mission statement should be such from which each employee can personally look at what is his role in the success of the firm.

Body

A mission statement is a primary instrument that can be as significant as your business proposal. It summarizes, in a few brief sentences, the fundamental nature of your business's objectives and the ideas lying beneath the business proposal (Ireland & Hitt, 2007). Likewise, the mission statement indicates what your business is all about to the buyers, employees, sellers and the society.

The mission statement portrays every aspect of your business: the variety and quality of the products you sell, cost and price, service, its position in the market, capacity for growth, application and usage of technology, and the rapports you have with your buyers, workers, suppliers, rivals and the community.

Your mission statement should exhibit the special function of your business. Although, examining the mission statements of other companies can stimulate your imagination and creativity (Peyrefitte & David, 2006).

The mission statement should be a brief account of your business plan, created from the viewpoint of the customer and should be compatible with the goal of the business (Williams, 2008).

The Three Important Questions

The mission statement should answer three questions:

- 1) What do we do? This query should not be responded to with respect to what is actually supplied to the users, but by the emotional desires that are satisfied when consumers purchase your products or services. Consumers' decision-making process is backed by several reasons that include cost-effectiveness, logistics, and emotions.

2) How do we do it? This query deals with the technological aspects of the business.

Your response should include the physical product or service and how it is put up for sale, advertised and supplied to users, as well as the customer desires it satisfies when they purchase it.

3) For whom do we do it? The response to this question is also crucial, as it will facilitate in focusing the advertising efforts. Although many minor business dealers would like to believe otherwise, not every customer is the correct customer, as customers will always have both demographic and geographic restrictions. When initiating the business, it is usually a better idea to explain the demographic features (age, income, etc.) of the potential buyers then define a geographic location in which your business can achieve its presence. As you expand, you can include new groups of buyers and increase your geographic circle.

A further consideration with mission statements is that several businesses will have numerous customer groups that buy for various reasons. In such situations, one mission statement can be written to respond to each of the three questions for every group of buyer or several mission statements can be created. Moreover, as a concluding thought, keep in mind that your vision and mission statements are developed to direct the business towards the right path, not to restrict you into a specific direction. As your firm expands and as the cutthroat environment alters, your objective may alter as well in order to fulfill various additional requirements, supplying procedure, buyer groups (Marzec, 2007). Keeping this in mind, your vision and mission should be revised from time to time to see whether any alterations are required.

Steps in Creating an Effective Mission Statement

Three steps are involved in creating an effective mission statement: create it, communicate it, and incorporate it into the business's environment.

1) Create It. A mission statement should be brief so that individuals outside of the organization are able to comprehend it. The first and foremost thing a business owner should do to develop a mission statement is to make a team of individuals. Coming up with a mission statement all by your self is risky, in its place, hire workers, supervisors, and even customers to assist in creating the statement. Afterwards, the team must set up the requirements and the potential that your business possesses. This way a goal for your business will be created, which becomes its major focus. The step after this will be to decide how the firm will fulfill these requirements. In this situation, explain the undertakings that your business takes part in each day. Subsequently, the firm's attitude and characteristics also need to be considered. Eventually, all these primary elements need to be integrated in order to develop an effective mission statement. Once all these important elements are collected, your mission statement will be created.

2) Communicate It. In order to maintain the effectiveness of the mission statement, it must be communicated every day, all the way through the business. Hence, every member of staff should carefully comprehend the mission statement, their respective positions and specific responsibilities that they possess in practically executing it. Provide strong reminders of the mission statement the entire day, to effectively communicate it to the business. This may include printing it on employee accessories like cups, t-shirts or pens, covering it in the employee orientation and training programs, or even writing it on employee newsletters.

3) Incorporate it. Including your mission statement into the business environment goes side by side with communicating it to the workers. The mission statement requires practical

incorporation into the business procedures that comprise of the company's customs (including setting of the objective, marketing schemes and recruiting). Emphasize the significance of the mission statement all day long until it becomes a routine habit for all employees to follow it.

Conclusion

Developing an effective mission statement requires you to put in a lot of time, thinking and planning. Nevertheless, that effort is worth it. Those entrepreneurs who have just started a business find that crafting the mission statement is as important as the final statement.

Here are some tips to make your mission statement even better:

- Involve all those who are associated with your business: More the number of ideas the better as others can see your strengths and weaknesses, which you may not see.
- Brainstorm: jot down ideas and make individual mission statements. Once you are done with it, read all the statements, choose the best fits and put them together.
- Use words that are joyful and radiant: after getting the basic idea, improve on the language of the mission statement and in order to add zest to the statement, use radiant words.

Once you are done with the mission statement, start spreading it. It is necessary to spread it so that everyone knows what direction you are heading in and why.

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