

Team-Building Series

Creating a Mission Statement





Agenda

Training Objectives:

- Learn about mission statements and their relevance to the County and its departments
- Understand the key components of a mission statement
- Learn how to write an effective mission statement



What is a Mission Statement?

Mission Statement: A statement about an organization or team and what they aspire to achieve in the future. It defines the purpose of the organization or team, critical processes that need to be carried out, and the desired level of performance.

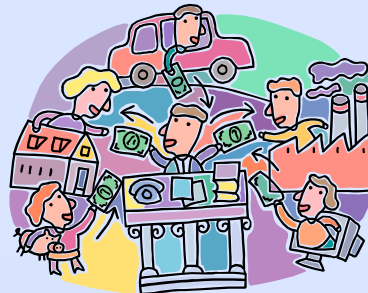
Other Characteristics of a Mission Statement:

- Is a written, easy-to-remember sentence, short list of bullet points, or paragraph demonstrating a purpose and goals.
- It can be used for motivational reasons.
- It helps guide employees in making critical decisions that affect the direction of the County or department.



What is the Purpose of Having a Mission Statement?

- Helps through the “hard times” and as organizations go through change
- Creates a clear path and strategic direction for the team
- Provides focus and allows employees to make decisions and determine where to best use their resources
- Gives employees a sense of meaning and purpose



How to Write a Mission Statement

- Get everyone involved as it is important to have all team members' input.
- Do not rush the process- take time to brainstorm and use creativity.
- Make sure to use language that is clear and can easily be communicated and understood.
- Avoid negative statements or various jargon.



- Try to keep the length short as this will make the statement more memorable.
- Allow for flexibility in the mission statement so that changes can be made if required.
- Make sure to live your team's mission statement out on a daily basis, not just when it is convenient.

A person is climbing a rope ladder against a blue background. The person is wearing a dark jacket and a helmet, and is positioned on the left side of the frame. The ladder is made of ropes and is attached to a structure on the left. The background is a gradient of blue, with some faint, abstract shapes. The overall image has a professional and motivational feel.

Key Elements of a Mission Statement

There are three key elements of a team mission statement. These include:

1.) Mission

Define the purpose and responsibilities.

- This will include information about the department's purpose (what they do) and what goals need to be accomplished.

2.) Values

Define the department's values and principles.

- Values and principles include the core beliefs and standards of behavior. For example, a team value could be: " Quickly meet the changing needs and desires of citizens within the County."

3.) Vision or goals

Define what the department wants to achieve in the future.

- This involves creating a mental picture and coming up with the *future desired goals and outcomes for the team or County based on the proposed values and principles*. The question that will be posed when trying to develop a vision is : "What will our 5 to 10 year legacy be?"

Create the Mission



- **Understand and identify the reason for why the team has been created.**
 - Ask questions such as:
 - » “What is our purpose and what do we need to accomplish as a team?”
- **Focus on the team’s talents and strengths.**
 - Can use online assessment tools to identify individual top five talents. After identifying individual talents, those who will work well together can be determined. One such tool is the “*StrengthsFinder 2.0*” which is created by the Gallup Organization.
 - It will need to be *purchased*, but can be found at:
<http://www.strengthsfinder.com/113647/Homepage.aspx>



A person is climbing a rope ladder against a blue background. The person is silhouetted and appears to be in motion, reaching up. The background is a gradient of blue with some faint, abstract patterns.

Create the Mission Continued...

- **Identify what the roles and responsibilities of the team are within the County.**
 - Individuals often have different roles and responsibilities on a team.
 - Team Role Theory research has been done by Dr. Belbin and identifies nine different types of team roles and also provides a self-perception inventory that can be purchased to identify your team role.
 - For more information, visit: <http://www.belbin.com/>
- **Develop a focus for the team and create immediate goals.**
 - Decide what the team will accomplish and come up with goals that seem appropriate and achievable.

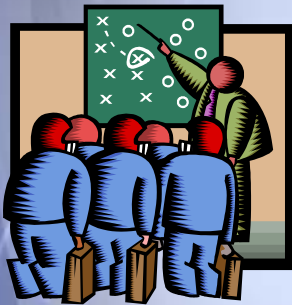
Identify Team Priorities and Values

It is important to develop team values up front as they will be carried out on a consistent basis and can also shape the nature of the team and organizational culture.

- **Value Statements** = expressions of an individual's or the department's core beliefs.
- Having defined team values will help when trying to carry out the vision and mission.

Steps for developing team values:

- 1.) As a group, imagine that the department is starting out for the first time. Create a list of words with the qualities, characteristics, and behaviors that new team members should have.
- 2.) Shorten this list down to 6-8 core values that the team will use to guide their decision-making and actions. Do this by having team members give ratings of these values and describe what they will mean to the team and to the individual.





Identify Team Priorities and Values Continued...

There are 3 core types of values that are common in teams. These include:

1.) Values that involve people and consider a broad range of expertise

Example: " We should listen to each other and be respectful of other's opinions."

2.) Values that are driven by results

Example : "We should always be striving for continuous improvement."

3.) Values about cohesive and ethical behavior

Example: "We should behave with integrity."

**** For a team values assessment exercise visit:**

[http://www.nctraining.ncgov.com/tnt/dec9_05meeting/Team%20Values%20Assessment%20\(revised%20including%20program\).doc](http://www.nctraining.ncgov.com/tnt/dec9_05meeting/Team%20Values%20Assessment%20(revised%20including%20program).doc)

Identify Team Principles

Along with team values, it is also important for team principles to be clearly defined.

- **Principles** = standards of behavior that build and strengthen the team. Principles provide guidelines for how values will be carried out. They allow the team to have a roadmap to make decisions, deal with interpersonal issues, and achieve their goals.

Examples of team principles:



- 1.) "We stress teamwork in everything that we do."
- 2.) "We share in the decision-making process."
- 3.) "We take pride in the professional quality of our work."
- 4.) "We focus on being dynamic and flexible so that the team can improve processes."

Create the Vision



Developing a clear vision will be the next step in making a team mission statement.

- Goals for the future should be set that *provide challenge* and an opportunity to make a real difference.
- When creating a vision for the team, employees should be *excited* by the proposed goals and outcomes.
- A vision *should not simply be written down* somewhere and then forgotten about; it needs to be lived out on a daily basis so that people are reminded of the bigger picture and the purpose behind all of their actions.

Create the Vision

What a vision should look like:



- Future-oriented
- Straightforward and easy to understand
- Defines a clear direction and purpose
- Is ambitious, but realistic at the same time and focuses on goals that are achievable
- Summarizes goals into a powerful phrase
- Inspires enthusiasm and commitment

Putting it All Together



Example of a mission statement:

“The goal of team Z is to create an innovative marketing strategy for company ABC (MISSION) in order to expand internationally and become a leading and high-quality global provider of manufacturing supplies (VISION). As a team, our strategy will be customer-oriented (VALUE) with a continuous focus on improving the image of our product (VALUE).”

** To see examples of organizational mission statements, you can view corporate company websites (such as Coca Cola, Walmart, and Starbucks) by using the Internet.

Conclusions

- Mission statements are useful for the department for motivational purposes.
- There are three common parts of the mission statement: mission, values, and vision.
- One of the main benefits to having a mission statement is that it will help provide strategic direction for the department or County.

Knowledge Quiz

After completing this module, a supplemental quiz should be taken in order to receive credit for the training.

- Follow the link below: