

Guidelines for Producing 'The Mission Statement'

It would be inappropriate to produce a template or model Mission Statement as one size will not fit all. Once your club has produced a mission statement, it is up to the club to decide the policy on how and when to use it.

An organisation's mission statement should be clear and succinct and represent the organisation's *raison d'être* to those both within and outside of the organisation.

There should be:

- Vision for the Future
- Mission for the Present
- Goals for Success
- It should be based on Core Values

The scale of the statement should be realistic and in keeping with that of the organisation and its circumstances; a small gliding club is unlikely to change the prevailing social conditions of the country in the way that an organisation that engages in political lobbying might. Neither is it likely to attain the sorts of commercial success that a chain of clothing shops would expect to.

However, in drawing up a mission statement, the following factors are worth considering:

- The moral/ethical position of the club
- The desired public image
- The key strategic influence for the business
- A description of the target market
- A description of the products/services
- The geographic domain
- Expectations of growth and profitability

in the context of:

- What you do
- Why you do it
- Who you do it for and how
- What you want to end up doing in the longer term (and what you won't be doing)

Consider how you will involve the membership during the design and selection of the mission statement. If you produce something that makes people groan, you probably haven't found the right one...

"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."
Jack Welch, Chairman, General Electric

Whilst researching this, many (similar) motivational pieces of advice were found on the internet. You could take a very long time to develop your mission statement, so perhaps it is worth ensuring that the process itself is in keeping with the context of the purpose of developing your mission statement.