

APPENDIX II-A

Mission Statement

What is a mission statement?

The mission statement should communicate the fundamental purpose of your organization to your stakeholders and the public. The mission statement should be limited to one or two sentences.

Who needs a mission statement?

A mission statement is needed to develop a clear, agreed upon vision and guiding principles for the organization and its members. By establishing a mission statement, the organization has a focus and develops a written purpose.

What should be in the mission statement?

Values - Values are the organization's beliefs put into practice and act as a guide to the organization and its members in daily tasks. Address the values of the organization by asking what are the basic beliefs that we share as an organization?

A useful way to establish the values

of the organization is to address the following questions:

- What problem or need are you trying to fix?
- What makes your organization unique?
- Who will benefit from your work?

By answering the questions above, the values of the organization should become more apparent and should be reflected in the mission statement.

Examples of business network mission statements:

"The mission of the Automobile Association is to protect, preserve, and increase the value of the motor vehicle franchise system and to provide needed support and services to all member dealerships."

"Our mission is to promote an environment that ensures [industry] health and prosperity through the provision of high quality products and services that help [businesses] meet present and future challenges."

“Our mission is to create a progressive business climate and to promote a high quality of life in the [Local] community.”

“Our mission is to champion the ideals of a free press in our democratic society, to enhance the quality and economic health of the state’s newspapers, and to cultivate a volunteer and fraternal spirit among its members.”

“The mission of the [Business Network] is to foster lifelong learning, stewardship, compassion, and community in [the industry].”

“The [Business Network] will provide programs, offer services, and promote an environment which assists members to be community responsive and foresee and adapt to the future while continuing to improve and profit in the present.”

References:

Ireland, Duane R. and Michael A. Hitt. 1992. “Mission Statements: Importance, Challenge, and Recommendations for Development.” *Business Horizons* 35(3): 34-43.

