

6 STEPS TO
Creating Your Perfect

MISSION



6 STEPS TO CREATING YOUR PERFECT MISSION



1. VALUE

2. INSPIRATION

3. FEASIBILITY

4. SPECIFICITY

5. TIMELESS

6. SIMPLICITY

What Is A Mission?



Your Mission describes the PURPOSE of your entity.
It clarifies the WHAT the WHO and the WHY
It provides a simply articulated framework that helps the market and your team understand what you do.
It should clearly state

- Why you exist
- What makes you different

Why would you have a Mission?



Your Mission is designed to enrol people in your goals and to declare what makes you important!

1. VALUE



What is the core value that you bring to customers, community and team members?

- Think about what's in it for them

2. INSPIRATION



Why would people want to get involved with you what would compel and motivate them to act?

- Is your mission inspiring?

3. FEASIBILITY



Ensure it seems feasible and reasonable.

- Is it possible?

4. SPECIFICITY



It must link back to and relate specifically to the core function of the entity

5. TIMELESS



- Keep it open enough to reflect change and long term goals
- Be open to change it

6. SIMPLICITY



- Keep it short and concise, no more than a couple of sentences
- Make it memorable!

Great Mission Examples



Below are some mission statements from well-known companies to give you a sense of how a vision represents a brand.

THE Rural Woman: supporting rural women to #bloomwheretheyare

Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

IKEA: To create a better everyday life for the many people.

JetBlue: To inspire humanity – both in the air and on the ground.

Prezi: To reinvent how people share knowledge, tell stories, and inspire their audiences to act.

Tesla: To accelerate the world's transition to sustainable energy.

TED: Spread ideas.

Now Your Turn



GET WRITING!

And remember - you can constantly come back and refine this!

Inspiration for this training came from

<https://www.bigcommerce.com.au/ecommerce-answers/how-to-write-a-powerful-effective-mission-statement/>

<https://blog.hubspot.com/marketing/inspiring-company-mission-statements>

If We Can Help... we'd like to!



REACH OUT!

If you'd like support to further develop your mission please reach out to us

www.bowabirds.com

or join our FREE community of practice to gain access to resources, network support and inspiration for your community first work.

Perhaps you could share your VISION with the community and get immediate feedback! They are a helpful group of like-minded people.

community.bowabirds.com

May your bowa be blessed