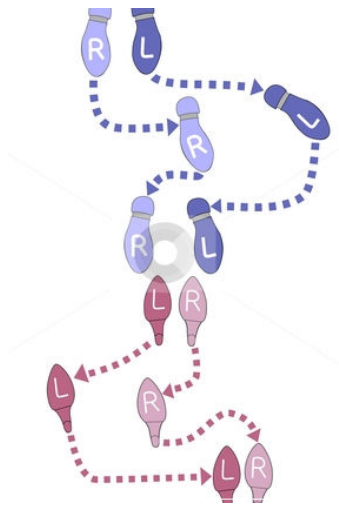


Welcome To Forward Momentum Coaching

In this FMC Top Tip we look at MISSION STATEMENT



Our Mission Statement is HOW we move towards our organizational vision. It is the steps to follow, under which we create our Annual, 90 Day and Monthly goals.

If we have a strong Vision without a Mission Statement we are ultimately leaving our employees to decipher the steps for themselves. The dance could look ugly!

Our Mission Statement is strongly aligned to our company values and gives frame to the culture of the business.

What To Say... Your Mission Statement is your letter of intent; your expression of difference to all current and prospective customers to hold you accountable to.

For Example... Sue's Cup Cakes may have a Mission Statement as follows: "We will achieve our vision by aligning ourselves with suppliers of premium quality produce; employing staff who are committed to our craft and by managing the business with a commitment to learning new and improved recipes and techniques as we strive to enhance our goods and services daily and treat our customers as Kings and Queens."

Culture... Sue's Mission Statement now affects her hiring, training, buying, planning and many other areas of her business if she is to align her daily outcomes to her Vision and Mission Statement.

5 Mission Statement Top Tips

- Have your Vision defined first
- Focus upon the key skills and attributes required to deliver the vision
- Write it 'as if' you have the resources to achieve your vision now
- Be clear on the non-negotiable's for staff to be held accountable to
- Be committed to the Mission Statement and lead by example