

Does Your Team Have a Mission Statement?

Our school already has a mission statement, why would our team need another?

A mission statement will provide clarity to your team's purpose and provides guidance in formulating the vision of achievement. Operating without one increases the risk of scattered or misdirected efforts, confusion, and inability to verify team efforts are on target.

The mission statement is built through a collaborative process and consensus, therefore imperative that all team members are participate, and agree with the mission statement.



Steps to Creating a Mission Statement

Brainstorm. Include all team representation and answer the following questions, listing any words, phrases or ideas that come to mind without criticizing or commenting at this level: *this process may take several hours or more than one meeting.*

- What are the opportunities or needs that we will address? - This defines the purpose of the organization.
- What will we do to address those needs? - This defines the activity.
- What are the principles or beliefs guiding our work? - This defines the core values to guide decisions.

Consolidate. Look for patterns in the team's combined answers. Don't edit, just study and observe. Pick out phrases and words at the heart of the responses. Example: "finding creative solutions" and "thinking outside the box" say the same thing) think about choosing one expression.

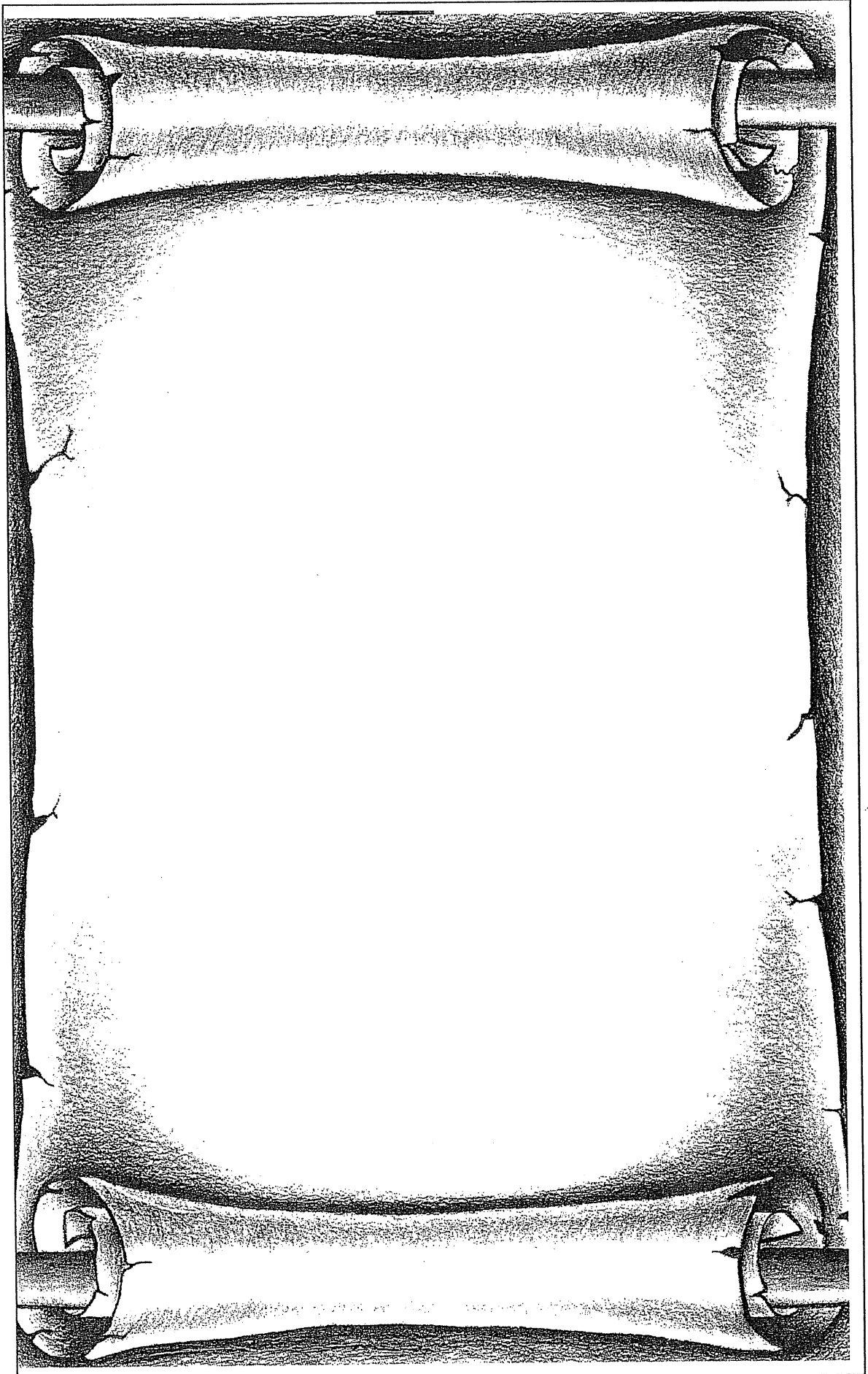
Pull it together. One way to approach a mission statement is by filling in the blanks: *The mission of (Team/Committee Name) is to (verb) the (population served) of (location) through (core services).*

A mission statement should be timeless; it should be just as applicable in 5 years as it is today.

- Write up several possible statements and then combine them by using elements from multiple members' submissions to demonstrate team work
- The mission statement includes an introductory clause and clear expressions of the differing services, or aspects of the school.
- Create a mission statement that is achievable, but not under- ambitious.
- Avoid a generic mission statement that could apply to anything, such as, "We will put the student first and provide excellent service".

Polish it up. You may go through several drafts, but you want to end up with a statement that's short and engaging enough that anyone comfortable repeating it.

Spread the word. Distribute copies of the mission statement, and have it visibly posted during team meetings. Refer to it frequently as a compass for team direction and decisions. You may want to include it in your correspondence and minute meetings.



Mission Statement

