

## **Mission Statement and Goal Setting**

### **Writing a Mission Statement**

#### **First Ask the Following Questions...**

1. What are the overall goals your organization wants to accomplish? What image do you wish to project?
2. How do we accomplish our overall goals?
3. Why are we trying to accomplish our overall goal?
4. Results? How can we measure our successes and areas of improvement?

#### **Then Create a Statement...**

Convert the answers to the questions above into a powerful statement(s) that encompasses your overall mission.

### **What are Goals? Why Do Individuals and Organizations Set Them?**

- Goals describe success
- Goals provide challenge
- Goals create common tasks and processes
- Goals create our expectation levels
- Goals give us direction and purpose

### **Individual and Organizational Goals Have Unique Properties**

#### *Individual Goals*

- Established personally
- Can be private
- Often flow from organizational goals

#### *Organizational Goals*

- Established collectively
- Must be shared by all members
- Often form the basis for individual goals

### **Importance of Goal Setting and Monitoring**

- Goals are very useful in getting us to where we want to be.
- Unless we take them out every once in a while and polish them off, they become useless.
- We need to monitor them and assess our progress.

## **Three Steps for Effective Goal Setting**

### **1. Brainstorm**

- Allows ideas to flow.
- Encourages members to talk about how they would like the group to proceed.
- Letting every member take part in setting goals is very important for group morale and cohesion.
- People support what they help to create.

### **2. Prioritize**

- Put goals in order of importance.
- May be the most difficult step in goal setting because each member has his/her own idea of what is important to the group.
- It is important to include all members of the group in prioritizing the ideas that were generated, so that people feel some ownership over the final group goals.

### **3. Develop a Quality Action Plan**

- Identify the steps needed to accomplish the goal.
- Put the steps needed to accomplish the goal in the order that they need to be done.
- Decide who will be responsible for each phase of the action plan.
- Set a deadline for each step to be accomplished.
- Monitor the goals and check the progress.
- Conduct an evaluation of the goals and make recommendations.