

Mission Statement Guidelines

Co-Working Solutions Pty Ltd

Why bother with a Mission Statement?

- Individuals have (or should have) reasons for living - and so should organisations.
- It clearly and distinctly spells out what your organisation does and the purpose for which it exists.
- It answers the existential question: *What is it we are here to do?*
- It's the starting place for any Strategic Plan.
- It distinguishes your business from its competitors
- It makes clear what is unique about what you do and the services you provide
- It identifies the value you add for your stakeholders
- It gives all of your employees a common understanding of purpose
- It is the “bedrock” which your goals and strategies are based upon
- It provides the framework which enables your organisation to achieve its long term outcomes and vision.

What it is and what it isn't

- It's not a short phrase or “bumper sticker” slogan
- Nor is it a paragraph long monologue
- It is a coherent well written statement of purpose and guiding direction.
- It can pass the “line –up” test. If you lined it up against other Mission Statements, would it be easily identified by one of your key stakeholders as belonging to your organisation?

What it contains:

- Who you are
- The community/stakeholders you serve
- What unique service you provide to them
- And what value you add in doing so

Building Industry Metaphor:

Try looking at it this way, if you were in the building industry:

- What are you building?
- What's unique about the way you do your work? What sets you apart?
- Who are you building it for? And why have they chosen to hire you to build it?

Now have a go at constructing your own:
