

## Mission Statement

A Mission Statement states who you are as a company. It informs others, particularly those working in your company, what the company stands for, why it exists and what it aims to achieve. The Mission Statement will help to identify the brand of the company. It is different from the slogan or strap-lines as it is more informative and does not have to be completed in a “catchy phrase”.

A Mission Statement should be no longer than two or three sentences, which can be easily understood and remembered. It is important that your Mission Statement reflects the qualities of what your Directors enjoy and who they are.

### Writing a Mission Statement:

To write a mission statement it first requires finding your passion. (See momentum DVD on Living Nature)

*“The idea all began by being miserable really. I think that being frustrated with your life is great because it makes you make some changes ... So I wrote a list, and on that list were things like: it needed to be something sustainable; it needed to be something that focused on New Zealand plants; it needed to be something that was competitive and changed a lot so that I was always drawn into it, you know. Part of my personality is that I get bored easily ...”*

Suzanne Hall of Living Nature. Momentum, Episode 5 (Learning Media 2004)

e.g. 1. Wellington College Group 2003

We all love playing rugby/sports

Why? (Brainstorm)

- *It's competitive*
- *Have to be better than opposition*
- *More organized*
- *Good captain/leader*
- *Committed, have to do training*
- *to keep fit and practice*
- *Ranking against others*
- *Dropped if not good enough*
- *Enjoy taking on teams that have a reputation as want to be the best*
- *Physical*
- *Skillful*
- *Focused, can't have a off day*
- *Teamwork*
- *Know opposition really well*
- *Aiming for perfection*
- *Get the basics right*
- *Feeling of achievement at the end of each game*
- *Have high profile, people want to support the team*
- *Has rules that are understandable*



## Business Planning

*(The idea they came up with was bootlaces garter, monogrammed with the club logo to stop the laces coming undone during a game. Current use is insulation tape)*

### **Mission Statement:**

To be a winning team through commitment, focus and results.

e.g. 2. My personal mission statement (Mark Wilson National Director - YES)

I'm a Simpson's fan

Why?

Quirky

- Off the wall humour
- Not what you'd expect
- Characters that you can relate to
- Ranges from subtle to in your face
- Says what I think, but wouldn't normally say

Time out from a busy day

- Half hour of relaxing
- Priority TV watching
- Don't watch it in a tie
- No hang-ups

Laughs at the establishment

### **Mission Statement:**

To create a relaxing atmosphere where you can have a break from your day and do something a little more off the wall than usual.

### **Cultural Example of a Mission Statement**

Every culture will have a different way of arriving at a mission statement. For example a Maori company, a Chinese company and a German company will think, talk and work differently. The language, the symbolisms and philosophies of the parent culture will manifest in the company mission statement. A company mission statement must have a heart. It must inspire you and your team towards excellence.

Here is an example of how culture can influence the mission statement.

Ngata Memorial College, Excellence Winners in 2003 incorporated their tribal pepeha (tribal identity) into their mission statement.

Ko Hikurangi te maunga, Ko Waiapu te awa, Ko Ngati Porou te iwi.

Hikurangi is the mountain, Waiapu is the river, Ngati Porou are the people.

Ngati Poroutanga is who we are, what we are and yes! Even why we are. Ngati Poroutanga is our identity, our way of life, and our reason for living"

## Business Planning

This opening statement provided the foundation, the soil from which grew forth their business product – a CD of Ngati Porou songs. All marketing, images, teamwork and production reflected their tribal ethos. It is important that students consider carefully the use of tribal statements within mission statements. There is an enormous responsibility to uphold the mana of the tribe. Only use a tribal statement if you intend to give a 120% commitment and effort. Otherwise leave it out. Some of these tribal statements were used to inspire Maori soldiers on the battlefields of World War 2. So they carry much mana and tradition. Remember, your mission statement is like your source of mana. It should give you the power to rise up to the challenge.

### **Task:**

- a) Identify the tribal pepeha of your group.
- b) Survey your group to find out their favourite food, TV show and sport and list the reasons why.
- c) What are the passions of your group?

Write them down plus brainstorm reasons why they are passions.

Work on similarities and write your Company's Mission Statement for approval at an early Director's meeting.