

## **Mission Statement Workshop**

**Introduction and Homework:** We asked you to tell us in a few words or less what word or statement best captures the mission of the Chapter. Here's what you said (show word cloud). We're going to spend the next 2 hours collaboratively writing a mission statement that we can use as a framework for decision-making and to serve as the guiding principles for serving our members.

**Here are some Guidelines to ensure we create a safe space that is inclusive and inviting for everyone to participate:**

- **Be positive**
- **Be prepared to participate**
- **Be open minded**
- **Be creative**
- **Don't keep your thoughts to yourself**
- **Have fun**

**Exercise #1: What's in a mission statement? (20-30 min)**

**Setup:** Look at examples and try to guess the company

**Example 1:** To organize the world's information and make it universally accessible and useful.

**Answer 1:** Google

**Example 2:** Spread ideas.

**Answer 2:** TED

**Example 3:** Connect the world's professionals to make them more productive and successful.

**Answer 3:** LinkedIn

**Example 4:** To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.

**Answer 4:** Starbucks

**Example 5:** To bring inspiration and innovation to every athlete in the world.

**Answer 5:** Nike

**Discussion: What makes a good mission statement?**

What works? What doesn't work? Is it too vague? Does it use subjective language? Is it too serious or too funny? What kind of mission statement do we want?

**Outcome: We want our mission statement to be authentic, convey a sense of purpose, be specific about our organization, and align with our core values.**

**Exercise #2: Attribute/values card sort (60 min)**

**Brand Deck** - The deck is a tool to help us figure out who we are.

**Set up:**

1. **Select**
2. **Sort**

3. Narrow
4. Prioritize

**Discussion:** Discuss the choices with the team.

### **Exercise #3: Wright Insights (30 min)**

**Set up:** Everyone will write an insight statement (or two) using one or more of the words the group selected from the card sort exercise. Select attributes to use in a sentence about how you want to contribute to the organization.

#### **Examples:**

*Be an ambassador for professional development best practices in order to provide a [welcoming] and [inclusive] environment for our members.*

*Provide a [clear] and [consistent] experience to our members through quality programming and networking activities.*

**Discussion:** Have everyone read their insights aloud. Identify and discuss and patterns or themes across the insights. If possible\*, narrow them down to a 2-3 sentence mission statement.

*\*Or if that's too hard you can simply list all of the insights as bullet points.*

#### **Just for Fun**

Design a fun poster for the mission statement.