



# Mission

"A man with money is no match against a man on a mission." - Doyle Brunson

## DEFINING THE MISSION

### BENEFIT OF A CLEAR MESSAGE



C-suite executive, senior leaders, mid-level managers, first-time leaders and high-potential employees.

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Improves leadership skills, aligning individual goals with company objectives and fostering a more engaged and productive workforce.

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Provides clear directions for employees, aligns their efforts with strategic goals and boosts engagement and motivation. It also builds trust with customers and investors by communicating the company's purpose and values, leading to increased loyalty and better decision-making.



## 1. Define The Mission:

- **The Present Business:** Guide executives through a process of questioning the companies, core existence, products, services, and target customers. Must be precise, accountable and differentiated.
  - What exactly is our organization doing today?
  - Who are the beneficiaries of our work?
  - What is the specific, daily objective?
  - What is our WHY?
- **Avoid Ambiguity:** Mission statement must avoid being vague or generic. For example, “to make profit” might be replaced with a mission that connects profit generation to a specific societal or customer value, such as, “to provide the world’s most accessible, high-quality educational resources.”
- **Differentiate Mission vs Vision:** Executives must clearly articulate the difference between the Mission (the current vehicle/reason for being) and the Vision (long-term, aspirational destination). This prevents the Mission from becoming stale or losing strategic orientation.

## 2. Strategic Alignment:

- Once the mission is defined, focus on ensuring that executive behavior and strategic decisions are aligned with it.
- **Behavioral Congruence:** The executive team must be accountable for the Mission in their actions. If the Mission is to be “customer-centric,” decisions need to prioritize internal efficiency to enhance the customer experience, helping eliminate the credibility gap between what is said and what is done.
- **Resource Allocation:** Address how the Mission dictates the allocation of resources. The Mission should serve as a filter for operational decisions, ensuring that time, budget and talent are invested in the core activities defined by the Mission statement.
- **Operationalize the Mission:** Need to translate the high-level Mission into actionable goals and Objectives and Key Results (OKRs) for departments and individuals. This creates a continuous line of sight from company’s core purpose to the employees daily work, reducing organizational redundancy and clarifying priorities.

### GROW COACHING MODEL

#### G-GOALS:

What do you want to achieve? In this session? Long-term? **DEFINE** the specific, measurable outcome.

#### R-REALITY:

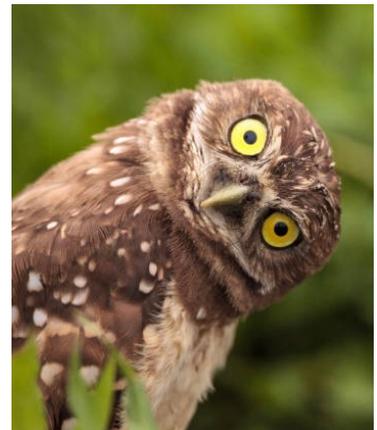
What is the current situation? What have you tried? **ASSESS** the current state, obstacles and resources.

#### O-OPTIONS:

What could you do? What are all the possibilities? **EXPLORE** solutions and strategies without judgement.

#### W-WILL:

What will you do and by when? What support do you need? **COMMIT** to a concrete, actionable plan.



### 3. Cultural Embedding and Communication:

- The Mission is not just a poster on the wall, but a living part of the culture.
- **Communication Strategy:** Leaders must develop a simple, repetitive communication strategy to ensure the Mission is universally understood. This includes advocating for the Mission to be referenced in all internal communications, strategic meetings and decision-making processes.
- **Integration into Talent Systems:** Leaders need to weave the Mission into the employee lifecycle, specifically:
  - **Hiring:** Recruiting candidates whose personal purpose aligns with the corporate Mission.
  - **Onboarding:** Immersing new hires in the Mission's significance from day one.
  - **Performance Management:** Using the Mission and Values to frame constructive feedback and performance reviews.
- **Fostering Ownership:** By asking powerful questions like, "How does the mission align with your personal impact goals?" The coach fosters a sense of ownership and intrinsic motivation among leaders and through them, the wider employee base.

#### Mission Vs Vision

- **Mission Statement:** Focuses on the present, defining the organization's purpose and values.
- **Vision Statement:** Is future-oriented, describing the desired future state and long-term aspirations.
- **Mission Statements** are action-oriented and answer "What do we do?"
- **Vision Statements** are aspirational and answer "What do we want to become?"

***"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style."***

***- Maya Angelou***

