



Coffee Break Training - Management Science Program

Mission Statement Criteria

No. MS-2013-2 April 10, 2013

Learning Objective: Students shall be able to apply the criteria to determine if their organization has an effective mission statement.

The department mission statement should be the driving force behind every organization. The mission provides a focus for the organization's activities and embodies the goal that the organization strives to achieve. A mission statement is defined as a brief but meaningful statement of the reasons for the department's existence, the ways in which it accomplishes its purposes, and the values that drive the organization. There are seven criteria for a mission statement:



1. The mission statement should specify clearly what the purpose of the department is, including:
 - What need the department is attempting to fill.
 - How the department will fill those needs.
2. The mission statement should reflect the values, beliefs, philosophy and the organizational culture for the department.
3. The mission statement should be broad enough to allow flexibility in implementation, but not so broad as to lose focus of the mission.
4. The mission statement should reflect the aspirations of the department and its members, but should have a reasonable chance of achievement.
5. The mission statement should be clear and understandable to all department members.
6. The mission statement should be brief enough for most people in the department to remember (100 words or less).
7. The mission statement should serve as a basis for the daily decisions and actions by all members of the department.

Applying these criteria when reviewing your mission statement helps ensure a clear understanding of what drives the organization.