

SUMMER 2011/WSN 33

TIPS FOR WRITING A MISSION STATEMENT

- Make sure it motivates your team and can be a source of guidance and inspiration
- Align it with your company's values
- It should be timeless
- Keep it short and memorable
- It must be attainable and realistic



Our designer Daniel Ruth's mission is "To not only push the envelope but make sure the envelope is well designed."

A Mission Statement: Idle Words or Words to Live By?

I have found the more we grow, the more important a clear, concise mission statement becomes. "To WOW our clients everyday..." is our mission here at North Star. It has allowed us to all get on the same page—putting differences aside and celebrating something that everyone who's involved can relate to. To make this even more personal, last year we asked all team members to write their own mission statement that would show how they will contribute to our overall mission statement. We then painted these on the ceiling tiles above our desks to remind us of our mission.

While I wrote the first round of North Star's mission statement, it was important to get the input of the team. What do people see as the goal(s) of the company? Why do we exist? What brings everyone to work every day?

A successful mission statement can't be unattainable, unrealistic or unimaginative. If it is, it will sit where it belongs—buried in a file cabinet.

Our mission statement has become the filter we run all our work through, always asking: "Will this WOW our client?" If not, it's back to work for us.

Happy Writing,



April Williams McCrory
President & Visionary

"HAVING A MISSION DOESN'T GUARANTEE WINNING. BUT NOT HAVING ONE INvariably SPURS THE OPPOSITE."

— JACK WELCH

Want to win a \$150 Amazon.com gift card?

Think you can figure out which North Star junior account manager the mission statements below belong to? We can make it worth your while.

Email your best guess to christine@fortheloveofmarketing.com by Friday, August 5 for the chance to win a \$150 Amazon.com gift card. We'll hold a drawing with all correct submissions and announce the winner on our website the following week. Happy matching!

#1

Be as hungry to wow clients as I am for lunch.

#2

To deliver clients the frosting and the cake.

#3

To laugh at everything but missed deadlines.



Chelsea



John



Lauren

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