

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Mission Statements, PART III"

August 2009

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

All the rain this summer has made the grass greener and the flowers bloom even prettier, yet the end is soon approaching and fall beginning!

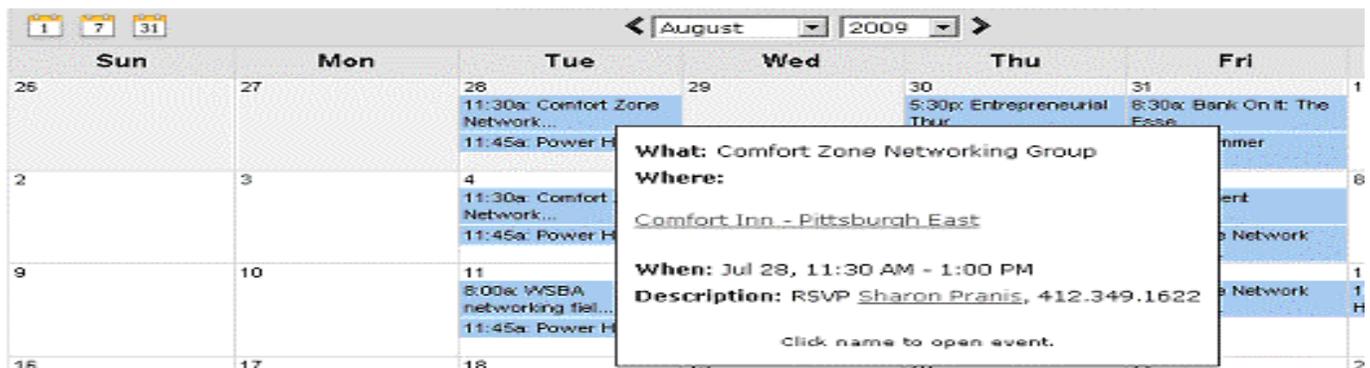
This month's issue of my newsletter brings conclusion to the topic "Mission Statements." Over the last 2 months we have learned that the importance of a Mission Statement helps us define the reason the company exists along with identifying what we are trying to accomplish on behalf of the customer.

I believe you will have all the tools needed to complete your own Mission Statement once you conclude this month's newsletter. If you get stuck, do not get worried. Reread the knowledge I have provided and if still stuck don't be afraid to call or email me with your questions.

I have improved the layout of the networking calendar and made it even easier to navigate with links within each event to help find all the information you need. Also, the calendar and the newsletter are on my website under the "Newsletter" heading. <http://www.thewriteplanllc.com/Newsletter.html>

Below is an example of what you will see on the website.

Networking Events Calendar



Sun	Mon	Tue	Wed	Thu	Fri
26	27	28 11:30a: Comfort Zone Networking... 11:45a: Power H	29	30 5:30p: Entrepreneurial Thur	31 8:30a: Bank On It: The Esse
2	3	4 11:30a: Comfort Zone Networking... 11:45a: Power H			
9	10	11 8:00a: WSBA networking fiel... 11:45a: Power H			
16	17	18			

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion in an upcoming issue to info@thewriteplanllc.com

Happy Networking!

Chad

"The NetworKING of Pittsburgh"

Work Plan For Developing A Mission Statement

In August's issue we conclude discussion of the steps for developing a Mission Statement.

As you recall the ten (10) steps are as follows:

- Establish a mission-writing group.
- Adopt criteria, gather ideas and suggestion for the first draft.
- Develop one or more draft statements.
- Judge initial drafts against criteria and suggest revisions or new options.
- Develop second drafts
- Gain feedback from outside the writing group.
- Summarize feedback and distribute second drafts and summary.
- Third meeting
- Give preliminary endorsement to the proposed mission statement.
- Present the proposed mission statement for board approval.

This month will begin discovering these steps (6-10) in much more detail.

Work Plan For Developing A Mission Statement (Detail explanation, steps 6-10)

Step 6: Gain feedback from outside the writing group

This step puts the emerging statement or draft(s) to the test for their resonance with other members of the organization. The board chairman and chief executive decide who outside the writing group will be asked to give feedback. In some settings, organization wide input is invited. In others, a smaller group of respondents is selected. There may also be value in gaining feedback from a few key informants outside the organization. The chief executive oversees the process of gaining feedback. If the board chairman is not already a member of the writing group, his or her feedback at this point is essential. Each individual or group being contacted for their response is:

- A. Shown the criteria for an effective mission statement.
- B. Asked for a rating of each draft, based on the criteria (*meets, meets somewhat, doesn't meet*).
- C. Asked for comments on the merits and weaknesses of the draft(s).
- D. Asked for ideas or recommendations for improvement.

Step 7: Summarize feedback and distribute second drafts and summary to writing group

Step 8: Propose a draft mission statement or determine next steps

With some groups, the process for developing a mission statement flows with ease to a unanimous and enthusiastic conclusion. With most, the process proves demanding but worthwhile when a strong statement emerges. A small number of groups come to feel they have been given the riddle of the Sphinx.

Mission-writing groups may choose to propose more than one statement for the board chairman or full board to consider, may ask for a board discussion to gain input and direction, or may simply go into another round of drafts and keep at it until the issue is resolved. If a group truly gets stuck, it may be helpful to let the task lie for a time and come back to it or take the challenge to a specialist outside the organization and gain a completely fresh perspective. As Peter Drucker reminds us, "What counts is not the beauty of the mission statement. What counts is your performance." It may, in the end, be most preferable to suggest an interim statement and live with it for a time before making a final decision.

At a third meeting, the writing group:

- A. Reviews the emerging statement or second draft(s).
- B. Hears and discusses a summary of feedback from outside the writing group.
- C. Again rates the draft(s) against criteria and cites merits and weaknesses.
- D. Attempts group editing or rewriting if there is agreement that they are "close and it's worth a try."
- E. Determines if they have a strong enough draft to propose for approval.
If so, the group makes final suggestions for fine-tuning and approves its proposed mission statement.
If not, the group sums up the status of the process and recommends next steps.

Step 9: Gain preliminary endorsement of the proposed mission statement

If the mission is being revisited as part of a comprehensive organizational self-assessment process, preliminary endorsement by the board chairman is necessary before the Assessment Team confirms goals for the plan. The board chairman's preliminary endorsement is always necessary before he or she presents a proposed mission statement to the full board for approval.

Step 10: Present the proposed mission statement for board approval

The board chairman presents the proposed mission statement as part of the organization's plan or as a separate item of business. The approval of the mission is one of the board's most important strategic planning responsibilities. If the board rejects a proposed mission, consideration of goals is postponed until a mission is approved.

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



The Write Plan, LLC
Chad E Zwigart, MBA/MPM
Principal Business Consultant
104 Renee Drive
Mars, Pennsylvania 16046
724.910.9640 Cell
724.625.2552 Fax
chad@thewriteplanllc.com
<http://www.thewriteplanllc.com>