



The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Mission Statements, PART II"

July 2009

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What's New ...

July begins newsletter #2 of many more to come from me. Thank you to all my friends and colleagues that received the first installment and provided much needed feedback.



Also, a new beginning that I'm real excited about this month is the introduction of three (3) new areas of writing we at The Write Plan, LLC will create and/or redefine. They include:

- ✓ Webpage Content
- ✓ Strategic (Marketing) Analysis
- ✓ Newsletters

Many of you have commented on the events calendar of the newsletter from "Thanks, this is really needed!" to "How can I add events I'd like to share with others?" Email me info@thewriteplanllc.com and consider your event added!!! ☺

Happy Networking!

Chad "The NetworKING of Pittsburgh"

Work Plan For Developing A Mission Statement

In June's issue we briefly discussed 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 (1-5) in much more detail.

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The group is not engaging in collective editing or rewriting. All suggestions -- even if they contradict one another--are encouraged and recorded.

Work Plan For Developing A Mission Statement (Detail explanation, steps 1-5)

Step 1: Establish a mission-writing group

The task of the mission-writing group is to agree on a draft mission statement to be presented to the governance body for approval. The Assessment Team doubles as the writing group, or a special team may be convened. Members should include the chief executive, the board chairman or another representative of the board, a writer, and a manageable number of additional members who represent different parts of the organization and who are keen to take on the task. Having a facilitator is helpful. It can be particularly beneficial if this individual has facilitated other parts of the organization's self-assessment process.

Step 2: Adopt criteria for an effective mission statement; gather ideas and suggestions for first drafts

The "too many cooks spoil the broth" syndrome that besets so many writing groups is substantially avoided by agreeing on a recipe in advance. At a first meeting, the writing group should post these criteria on a flip chart or chalkboard, review them, consider amendments, and adopt the criteria they will use to judge the effectiveness of the mission they are about to develop.

The suggested criteria for an effective mission statement are that it:

- Is short and sharply focused
- Is clear and easily understood
- Defines why we do what we do; why the organization exists
- Does not prescribe means
- Is sufficiently broad
- Provides direction for doing the right things
- Addresses our opportunities
- Matches our competence
- Inspires our commitment
- Says what, in the end, we want to be remembered for

Following the adoption of criteria, the group moves on to ideas and suggestions for the mission statement. This exercise begins with reviewing the suggestions from a self-assessment retreat or second group discussion, then adding to them. If the mission is being revisited outside a full self-assessment process, the group moves directly to generating new ideas and suggestions. What is important at this point is to develop the widest possible set of options without being overly critical of any. The facilitator records the groups' responses. Idea-generating techniques include:

- Open brainstorming: any thought or idea is welcome.
- Each group member finishes the sentence, "The mission should be. . . ."
- Small teams "compete" in a very short time span to draft and nominate the "best" new mission statement.
- Go around the group two or three times asking for the *one* word that *must* be in the mission statement.
- Each person quickly draws a picture of the mission, then "shows and tells."

To conclude the exercise, the group:

- Posts and reviews all ideas and suggestions. The facilitator draws a circle around the words or phrases that appear most often.
- Discusses key ideas or themes that *must be* captured in the new mission statement.
- Discusses key ideas or themes that *must not be* part of the new mission statement.

Step 3: Develop one or more draft statements.

Following the meeting, the writer-either alone or with a small subgroup-develops drafts of at least *two* possible new mission statements that are distributed before the next meeting.

Step 4: Judge initial drafts against criteria and suggest revisions or new options

The second meeting of the writing group should begin with a discussion of the protocols (outlined next) that will be followed to judge the drafts and make suggestions. People should also be encouraged to "listen between the lines." This step in the process is highly structured, but on more than one occasion, someone in a group offers a comment or phrase that turns out to be the perfect nugget on which to build the new mission statement. If the group has a "Eureka! moment," go with it.

To judge drafts and make suggestions:

- A. The group reviews the criteria for an effective mission statement.
- B. The first draft statement is posted on a flip chart or writing board at the front of the group.
- C. Group members individually rate the draft as *meets*, *meets somewhat*, *doesn't meet* for each criterion.
- D. The facilitator polls and records the group's response for each criterion to determine the overall strengths and weaknesses of the draft.
- E. The group first discusses the merits of the draft and then makes specific suggestions for how it might be improved.

Note: *The group is not engaging in collective editing or rewriting. All suggestions -- even if they contradict one another--are encouraged and recorded.*

- F. The second draft statement is posted and steps C-E are repeated.
- G. The group compares and contrasts its reactions to the two drafts.
- H. The facilitator instructs each group member to be ready to write, then gives the group two minutes to individually write their recommended mission statement at this point. At the end of the writing time, members read their statement aloud, then all are collected and given to the writer.
- I. The meeting concludes with discussion to determine:
 - Whether the group believes it already has developed an effective statement to put forward.
 - Whether the writer should return a single modified draft or two options.
 - What the writer should most keep in mind when developing the next draft(s).
 - Who outside the group might be asked for feedback on the emerging statement or next draft(s).
 - Setting the group's next meeting.

Step 5: Develop second drafts

Following the meeting, the writer or small subgroup develops a second draft of one or more possible new mission statements.

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.




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~ July 2009 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Omega Networking Group www.omeganetworking.org	2 Entrepreneurial Thursday Networking Event www.entrepreneurialthursdays.com	3	4
5	6	7 Open House for all Networkers and Customer Appreciation To RSVP, email Steve Crotzer steviondc@gmail.com for details. Power Hour presented by Cranberry Chamber of Commerce cranberrychamber.com/events.asp	8 Quick-Start Networking Tele-Mixer http://beta.maestroconference.com/ conference/register/CJ0BUQ1FN47TA2KX	9 Entrepreneurial Thursday Networking Event www.entrepreneurialthursdays.com Book Writing & Publishing Panel To RSVP, email Michael Couch michael@mccassociatesinc.com	10 Think Like a Leader! www.PittsburghProfessional Women.com Contemporary Business Women's Networking Lunch To RSVP, email Christine Hoke ChristineH@DelisiAssociates.com or 724.832.8585 for details. Business Women Connect - Networking Lunch To RSVP, email Donna Cheswick dcheswick@bpuinvestments.com or 724.837.1130 for details.	11
12	13 Marketing A Small Business www.wsba.ws	14 Health & Wellness for Better Business www.wsba.ws Power Hour presented by Cranberry Chamber of Commerce cranberrychamber.com/events.asp Success-In-Networking-Group www.meetup.com/Success-In- Networking-Group/	15 Business for Breakfast Networking Event Register online at: http://pittsburgh.bizjournals.com/ pittsburgh/event/ Financial Strategies During a Recession www.wsba.ws Westmoreland Chamber Speed Networking Event www.westmorelandchamber.com After-Hours networking event w/ Cranberry and Northern Allegheny Chamber of Commerce http://cranberrychamber.com/ viewevent.asp?ID={30ABF87A-53A7- 4CDE-A7AD-2D671181FC6A} Networking at Panera Bread – Wexford To RSVP, email Shannon Martinez smartinez@payrollsolutions.net for details.	16 Entrepreneurial Thursday Networking Event www.entrepreneurialthursdays.com BizMix at the LeMont Connect with Pittsburgh business professionals at the first in a series of BizMix evening networking events presented by the Pittsburgh Business Times Corridors of Opportunity: 3-2-1 Corridor Panel discussion on commercial real estate development. Career and Business Opportunities www.wsba.ws Sleep Disorders To RSVP, email workingorder@voapa.org or 412.782.5344 for details.	17 Women's Power Lunch To RSVP, email Suzanne McMahon-Froehlich suzannef@zoominternet.net or 724.452.5152 for details.	18 Walk for Wishes - Presented by the Twilight Wish Foundation http://www.meetup.com/ Womens-Small-Business- Association/calendar/ 10731662/
19	20	21 Power Hour presented by Cranberry Chamber of Commerce cranberrychamber.com/events.asp Success-In-Networking-Group www.meetup.com/Success-In- Networking-Group/	22 Business Exchange Networking Lunch To RSVP, email Carol Briney planbconsultant@comcast.net or 412.781.8773 for details. WIN-Pittsburgh Wellness Evening To RSVP, email Linda Handley handleyl@comcast.net or 412.337.3430 for details. Omega Networking Group www.omeganetworking.org	23 Entrepreneurial Thursday Networking Event www.entrepreneurialthursdays.com	24	25
26	27	28 Doing Business with Ge neral Services Administration (GSA) seminar. To RSVP, email Kate Glodek gacopso@earthlink.net or 412.237.6098 for details. Power Hour presented by Cranberry Chamber of Commerce cranberrychamber.com/events.asp Success-In-Networking-Group www.meetup.com/Success-In- Networking-Group/	29 Community Bridge-Building Network To RSVP, email cbridgebn@aol.com for details. Networking at Panera Bread – Wexford To RSVP, email Shannon Martinez smartinez@payrollsolutions.net for details.	30 Entrepreneurial Thursday Networking Event www.entrepreneurialthursdays.com	31	Notes: If you or a group you are involved with would like to share an event you have planned for the coming month please email me at info@thewriteplanllc.com so I can add it to the calendar!