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Course Details



Develop a great mission statement

Course Summary

An engaging environment for you and a group of key stakeholders to explore, develop and write a clear and effective mission statement for your organisation.

Within this workshop environment, I will provide a clear framework for writing a mission statement and facilitate discussion within your team. By using creative and analytical techniques, I can ensure your mission statement is fully thought through, clearly understood and easily communicated.

Why is a mission statement so important?

- Mission statements encompass, define and communicate the core purpose of your business.
- A mission statement is not an objective, a goal, or even a vision. Rather, a mission statement is the foundation of your business – the reason why the business exists.
- A well written mission statement can help to create understanding, focus and alignment within your business, as well as aiding the development of strategy and enabling effective decision making.
- Mission statements can also be extremely powerful at a division or department level, helping to ensure constancy of purpose and focus within your organisation as a whole.

What will the workshop cover?

What is a mission statement?

- Understanding the purpose of a mission statement
- Different formats for how to write a mission statement
- Key components of an effective mission statement
- Examples of different types of mission statements

Writing a mission statement for your organisation

- Discovering the themes behind your organisation and its mission
- Finding out what your stakeholders think
- Creating a draft mission statement

You've got a mission statement – now what?

- Creating your finished mission statement
- How to use your mission statement effectively
- Spreading the word – sharing your mission statement with your stakeholders

What will I learn?

By the end of this workshop you will...

- Understand how to write a clear and effective mission statement.
- Have created a draft mission statement for your organisation.
- Be able to take your mission statement back to your organisation and use it effectively.

Who is the workshop for?

This workshop is ideal for those tasked with the responsibility of developing a mission statement for their organisation.

It is designed for a group that is composed of key stakeholders and management. Depending upon the size and purpose of the organisation, this may include trustees, board members, management, key employees, and external stakeholders.

You may be writing a mission statement for the very first time or you may already have an existing mission statement that you are looking to review and refresh.

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Location: Delivered in-house at your premises or at a venue of your choice by arrangement.

Duration: 0.5 - 1 day, depending upon requirements.

Delivery format: Participative workshop, including direct training, group discussion and practical exercises.

Cost: **£595** (0.5 day) / **£995** (1 day)

An additional charge will be made to cover travel and accommodation expenses where necessary.

Discounts are available for small businesses and charitable organisations; please call me to discuss.

Book your course

Contact me now to book your workshop and develop a great mission statement.

Telephone 024 76 100 193

Email matt@mattstocker.com

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