



CARICHAM
Centre of Excellence



OPERATIONAL EXCELLENCE

Mission Statements

Mission & Vision

Which comes first? Is it Mission or Vision? Many have debated this topic over time. I believe it comes down to how you use the words.

In this document I am referring to the overall "Mission" of the organisation, or put another way, the reason for the organisation's existence. In this context, the mission comes first and does not change.

The vision, however, changes as times goes on. I believe this is natural for all people as well as for organisations.

Here is an example I find useful to explain what I mean:

If my mission is to be as healthy as I can be, that will, or should, never change. However, what a "healthy me" looks like at 18 years old is very different from what a "healthy me" looks like at 40 years old. My vision of "healthy me" changes over time with different circumstances but my mission remains the same.

Similarly, the mission of an organisation is unchanging.

However, with human and financial resources changing, with technology changing and with climate change, our visions for our organisations change as well.

With this in mind, let's explore The Mission Statement.

A **concise** **simple** explanation of **why** an organisation exists.

Concise

Three - ten
(3 - 10) words

Simple

A child can
understand

"Why"

Inspiring reason
for being

Here are some examples:

TED: Spread Ideas (2)

ZOOM: Make video communications frictionless and secure (6)

Tesla: To accelerate the world's transition to sustainable energy (8)

McDonald's: To make delicious feel-good moments easy for everyone (9)

YouTube: To give everyone a voice and show them the world (10)

Google: Organize the world's information and make it universally accessible and useful (11)

A Mission Statement is **NOT**

WHAT your organization does.

"What" does not differentiate your organization.

Here is an examples:

Red Co. Ltd. and **Green Co. Ltd.** make local juices. Compare the mission statements below:

**Making healthy drinks
for Dominicans
every day!**

**Helping Dominicans
drink healthy
every day!**

Red Co. Ltd. simply restates what it does (making healthy drinks) and implies it for Dominicans to buy every day to make the company better off.

Green Co. Ltd connects with internal and external customers by stating it's reason for being, which is to help people towards a positive outcome every day.

Watch the following videos

<https://www.youtube.com/watch?v=LZe5y2D60YU&t=86s>

Michael Junior (3:38)

<https://www.youtube.com/watch?v=tK4HNPCVt2k>

Simon Sinek (7:51)

**With this understanding start thinking of your
"why"**

**Review your organization's mission statement
if you already have one**

OR

**Start thinking of how you would write
a mission statement of your "why".**