

MISSION

A mission...

... defines why the agency exists. The mission and the core values remain fairly stable over time.

...communicates fundamental values and beliefs to all employees.

...identifies core services and who we do them for.

...is inspirational and should supply energy and motivation.

...is able to be translated into terms that can be understood and acted upon.

...declares three basics:

- **Agency Commitment** –What are our agency commitments? Are we committed to the community? Are we committed to employees?
- **Focus** – What will we do? Declare it. Expressed in needs we will satisfy. Pick a description that will best describe our agency.
- **Identity** – this may be the slogan. What captures people's hearts. *Example: "Quality is Job One" (Ford) works internally and externally. The best statements of identity are the kinds that help employees and customers.*

A good mission statement articulates the vision to a broad public, both inside and outside. Components should include:

- Defining who we are.
- Answer why our customers, employees and community support our existence.
- Symbolic value – a declaration.
- Identify agency commitment.