

## Defining Organizational Mission

A mission statement answers critical questions, like “Why are we here?”, “Why do we exist?”, and “What need does our organization fill? For whom? How?”.

Your mission should be congruent with your espoused values. A mission statement tells employees/members as well as external constituents what you do and why, and should be the foundation for organizational decision-making.

Name

Today's Date

## Organizational Mission Development Exercise: Elevator Pitch

### Part 1 - Brainstorm

Ask your team (it can be beneficial to include positional and non-positional leaders) to identify words and phrases that describe:

- who is our target audience (customer, benefactor, etc)?
- what is the need of our audience?
- what is the key benefit we offer? (why should people choose this product/service/organization?)
- who/what is the competition?
- what is our unique differentiator?

Place these on post-it notes or post cards. Prepare headers on chart paper or taped to the wall with one question on each of them. Note: people can generate more than one idea per topic.

### Part 2 - Gallery Walk

Once the ideas are on the wall, ask individuals to go around and review each topic.

At this stage, you can ask people to mark ideas they agree with, or take pictures of their favorite ideas.

### Part 3 - Check-In

Engage in a discussion about which questions have clarity/similarity in ideas generated. Which questions were difficult to answer or had multiple differing opinions?

### Part 4 - Forming the Pitch

Depending on the size of your group, break individuals up into dyads, small groups, or even themselves.

Task each “group” with developing an elevator pitch that tells what your organization does, how and why.

Example: **For** \_\_\_(audience)\_\_\_ **who has** \_\_\_(need)\_\_\_, \_\_\_(organization name)\_\_\_ **is a** \_\_\_(type of organization or service)\_\_\_ **that** \_\_\_(key benefit)\_\_\_ **Unlike** \_\_\_(competition)\_\_\_, we \_\_\_(unique differentiator)\_\_\_.

After about 15 minutes, share the elevator pitches created by each group.

### Part 5 - Optional Further Clarification & Development of Mission

Based on the results of part 4, ask each group (perhaps mix up the groups) to develop a six-word mission statement that captures the purpose of your organization in an inspiring way.

### Part 6 - Word-smithing / Refinement

Based on the results of part 4/5, assign a small committee of diverse perspectives to develop the mission statement. Seek feedback from the organization regarding the mission's connection to the key questions a mission statement should answer (see the first box above).

The mission of this organization is: