

Why Writing A Good Mission Statement Can Be Difficult

There's a tonnage of information online about the magic of writing a mission statement. For example, in the Hollywood film *Jerry Maguire*, career and business insights are realized as Maguire struggles to define his life-changing document.

For an aspiring entrepreneur, a good mission statement is like a road map or blueprint for achieving goals and dreams.

But crafting an effective mission statement is often a challenging task..

An argument could be made that despite the useful tips on the topic there is also a lack of specific instruction thereby adding to the confusion.

So a simple question may have no easy answer...

How long should a mission statement be?

Three sentences? Four sentences?

A concise paragraph?

Or something similar to Jerry Maguire's inspirational end product?

Unless a business teacher, coach, or expert advises one-on-one, finding the right answer readily is time-consuming.

Using big business as a source of inspiration won't work because experts admit that mission statements for many famous companies

are lacking key elements for an effective statement. For instance, what Starbucks is selling isn't apparent in their mission statement.

According to NEBA Works Dir. Colleen Moynihan, many businesses have mission statements that do not meet the requirements of an effective mission statement.

A mission statement is one (1) sentence long. It contains the name of the business, what the business does, who the client/customer is and may/may not include geographic region of operation. Moynihan notes one company that got the mission statement concept right: Biy Y Supermarket

<http://www.bigy.com/AboutUs>

Someone should tell Jerry...

References

Neba Works.com

Facebook.com

Richard Branson on crafting a mission statement

<http://tinyurl.com/jy5vea3>

Fast Company.com

How to Write a Mission Statement That Isn't Dumb

<http://tinyurl.com/zarjvbv>