PMP Tool Library—Master Framework

Tool Name: Mission Statement Development

Primary Domain (Human-Relational-Organizational-Strategic)

Secondary (If any) Organizational

Purpose:

To determine the "What" an organization or department is committed to accomplishing.

When to use:

A must for any organization as a key focus of a startup.
Thereafter, revisited at the beginning of the calendar year

Who uses it:

The Founder(s) and Departmental Heads
Board of Directors, Trustees.

Time needed to apply: Several sessions

Facilitator skill level (Basic, Advanced**)**

Common Failure Modes: Founders' Personal Life Vision absent or unclear

Companion tools: Development of each Founder's Personal Life Vision

Field Insights (Users experience)

1. Most Founders have a well-developed understanding of their Mission, but few have written it down.
2. Managers, unless trained, often have a vague but undocumented departmental purpose.

3. Too often, Entrepreneurs have a strong sense of Purpose but fail to articulate it clearly with associates or their family.