Hi,

I have found a tool that has enabled me to enable groups to create mission statements in a short time.

* I explain what a mission statement covers (e.g., who we are, who our customers are, why we exist, what is our product/service, what is our core competency).
* I show a Coat-of-Arms (or family crest) - these have been graphical missions for centuries.
* I break people into groups of 3 or 4 people, give them 30 minutes to draw a Coat-of-Arms that represents their organization/business.
* Each group presents their drawing and I capture key ideas on a flip - I always check to make sure that I've not missed anything or added anything they didn't intend.
* Once all groups are completed, we hang everything on the wall and I go to a flip to begin crafting the mission statement.  I begin with "We are…" and let them answer the rest.  The statement becomes very clunky, so I continuously re-read it (every time a single word is added, deleted or changed) until they word it in a way they like to hear it (that helps avoid word-smithing).  I watch what the participants are doing in case there is a "group author" (there is about 66% of the time).  The group author generally has the ability to write what the group likes to hear and re-reading the mission helps.

I have done a number of mission statements this way and it takes about 2 hours to get one done.  The Coat-of-Arms helps capture their ideas (which is the most difficult part) so that they can form the ideas into words later. The pictures are also great to keep.

Ciao,

Gary

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On Apr 11, 2013, at 8:04 AM, [PatWh@...](mailto:PatWh@aol.com) wrote:

Good morning everyone,

I'm going to be facilitating a 4-hour session with a group of 15 folks to develop a mission statement for their department and am looking for some fresh approaches.

In the past, I've approached the topic by using Jim Collin's work on strategic purpose and his 3 questions: What could we be best in the world at? What's the single best measure of our economic success?  What are we deeply passionate about?

I'd love to get your ideas and will be happy to compile and share responses.

Thanks!

Pat