
A Brand New Purpose:

A strategic process of discovery that reflects an organization's values.

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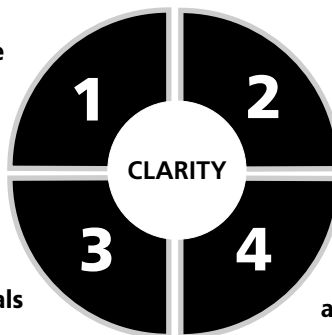
Clarity is Power

In recent years, much has been written about mission statements. Some discussions have been academic in nature and others are almost spiritual. One would think that "defining an organizations purpose" would be standard business practice. In reality most businesses **do not** have a clear mission statement. Further many organization's with a statement of purpose use them as part of the strategic planning process. As a result companies are missing opportunities to create an asset.

Creating Focus

The benefits of a creating a statement of purpose.

Captures Your Unique Reason for Being



Brings Priorities into Focus

Allows Members to Achieve Common Goals

Re-ignites Energy and Provides Inspiration

*If the final result does not invoke a sense of joy then you should seek to create a different statement of purpose.

Critical Considerations

In developing a statement of purpose for your company there are several key areas to take into consideration. They are essential to think about. Otherwise you may end up with something that "sounds good" but is not of a real benefit to the organization. **When your organization's purpose has real meaning — it's a significant asset.**

Target Audience	Language Style	Unique Elements
Defines Direction	Creates Tone	Supports Value
Internal Audiences Management Employees/Staff Support Vendors	Be Free of Jargon Is Motivational/Inspirational Simple and straightforward	Expresses individuality of organization Assists the Branding Process Creates a shared meaning
External Audiences Prospects Clients Media Competitors Prospective Employees Shareholders	Easy to Identify with Speak from the heart	Defines intangible aspects

Passing the Three-Step Test

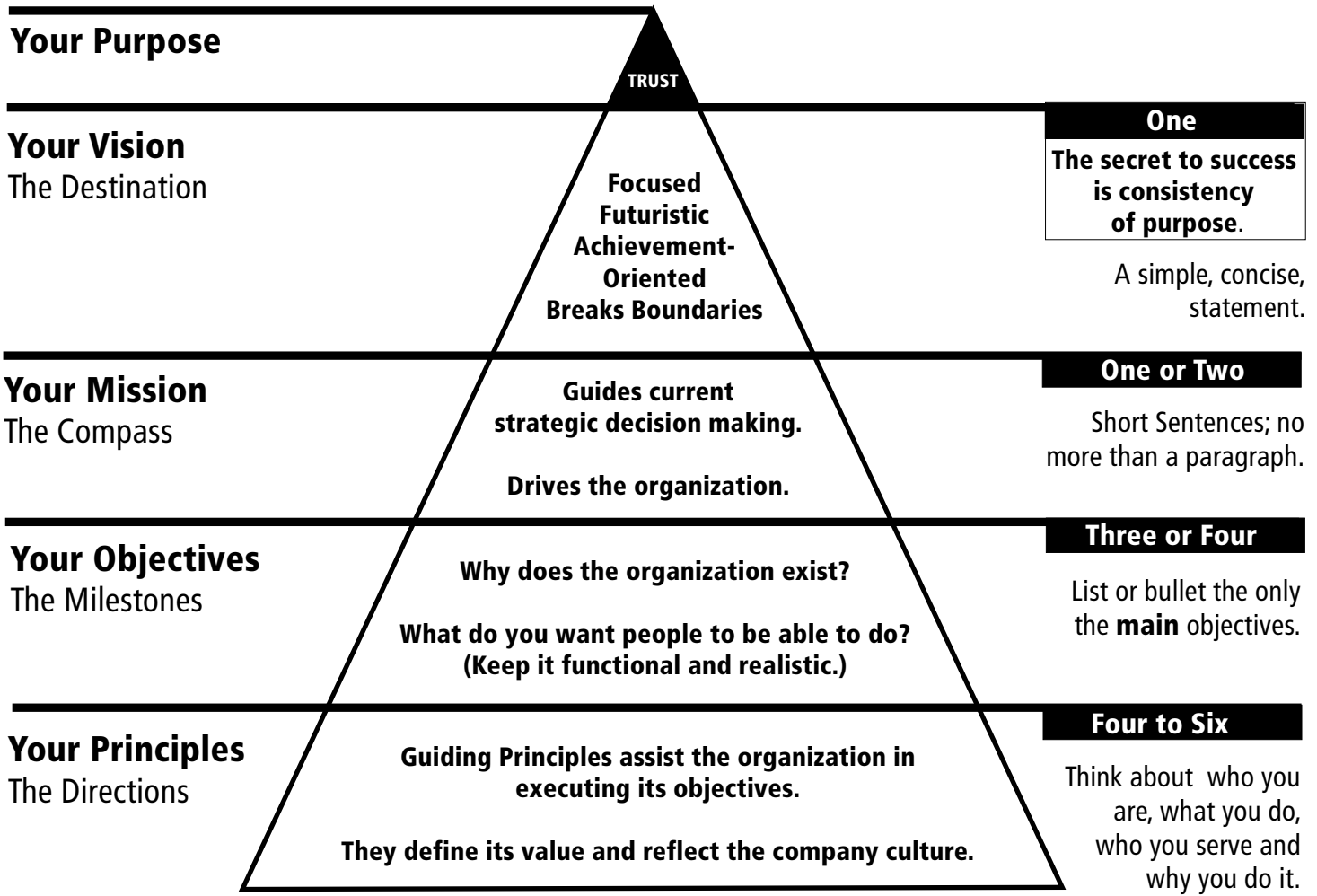
There are three simple elements to a good mission statement.

- 1. A mission statement should be no more than a sentence or two long.**
- 2. It should be easily understood by a twelve year old.**
- 3. It should be able to be recited by memory at gun point.**

*From The Path: Creating Your Mission Statement for Work and for Life, by Laurie Beth Jones.

Developing A Pyramid of Purpose:

An effective vision is an important asset to guiding the organization's purpose and is a powerful tool in its strategic planning process.



Make it: Relevant * Distinct * Memorable * Consistent * Single-Minded

How Does this Relate to Branding?

Defining an organization's purpose is a critical part of the branding process. It provides a stepping stone for the development of an effective brand. It also provides a higher purpose to guide the brand implementation and brand management process.

Making it work for is different for each company. Some prefer to hang their statements on walls in poster-size frames. Other's seem to only exist in the employee handbook. Regardless, all organizations face the same obstacle.

Your brand will have little value unless your internal audiences realize the importance of the company's vision and act consistently on its promises.

The secret to success is consistency of purpose.

Purpose Work Sheet:

The Process of Defining an Organization's Purpose

Allow participation from various levels of the organization to get diverse input. Multiple perspectives are important. For some the responses will be very practical, for others the responses will be almost spiritual. As you reach a consensus at each level, have a Steering Committee create a draft. Review and edit the draft — as needed — until it accurately addresses the organizations core beliefs and values. Seek to make your final version both functional and inspirational.

The best place to start is with **The Objectives**. Ask yourself, "What on Earth are We Here For?"

Next develop **The Vision** for the company. Think beyond present boundaries. Once you have a clear vision, it will guide the rest of the process. The Vision should be motivational. Focus on the bigger picture and developing a higher purpose. Ask yourself, "Why you do it"?

The Mission is build based on The Objectives — while keeping The Vision in mind. It is the bridge between the two.

The Principles are often referred to as "Guiding Principles". They reflect the values and culture of the organization and can be refined after all the other parts of the statement of purpose are completed. These are more about implementation than strategy.

Our Vision (1 Simple Statement)

3

Our Mission (1-2 Short Sentences)

2

Our Objectives (3-4 Bullet Points)

Start Here → **1**

Our Principles (4-6 Bullet Points)

4
