Do You Have a Good Mission Statement?

No = 0
Somewhat = 1
Yes = 2

Does the statement describe an inspiring purpose that avoids playing to the selfish interests of the stakeholders?

Does the statement describe the company’s responsibility to its stakeholders?

Does the statement define a business domain and explain why it is attractive?

Does the statement describe the strategic positioning that the company prefers in a way that helps to identify the sort of competitive advantage it will look for?

Does the statement identify values that link with the organization’s purpose and act as beliefs with which employees can feel proud?

Do the values resonate with and reinforce the organization’s strategy?

Does the statement describe important behavior standards that serve as beacons of the strategy and the values?

Are the behavior standards described in a way that enables individual employees to judge whether they are behaving correctly?

Does the statement give a portrait of the company, capturing the culture of the organization?

Is the statement easy to read?

TOTAL  

15 or higher: Exceptional
10-14: Good
Under 10: Needs Work!