Mission Statement & Strategy Development

Engaging the leadership of an organization in a facilitated process to answer these key questions:

**Exploring the organization’s mission and values:**
- Who are your stakeholders and what do you provide them?
- What is the essential mission or purpose that you serve?
- What values are important in your operation?
- What key metrics can you use to measure your effectiveness?

**Refining the Mission, Values and Metrics:**
- What is your mission in one sentence?
- What key values or principles are most important?
- What key measures or metrics can you agree to?

**Deciding how to implement the mission:**
- How will we communicate or market the mission?
- What about activities that don’t fit the mission?

- Developing strategy involves a detailed action planning process for *how* the organization will go about accomplishing its mission.