

## **TOPIC- The Feature & Element of Mission Statement**

The following are the features of a Mission Statement:

**Focus on market:** It has been viewed that the mission statement should focus on the external environment and not on the physical product that the company is producing currently. The most important factor should be the focus on the customers while formulating the organization mission.

**Attainable:** a mission statement should be feasible and attainable. It shouldn't be impractical. Therefore, a company must analyse its limitations before formulating a mission. **Motivational:** A mission should be clear to its employees and must be exciting and motivational to the employees

**Specific:** A mission statement should be precise and specific and should provide direction to the management's choices among the various alternatives. It should not be so narrow that it restricts the management's activities.

**Distinctive:** The mission statement should be different from the mission of other companies with similar objectives.

The following are the elements of a Mission Statement

**Organizational purpose** a good mission statement should include: statement of organizational purpose. A statement of organizational purpose s usually described in terms of products, markets and technology This element of the mission statement strongly influences all the other elements Therefore, it should form the core of the statement and should be very clearly expressed.

**General strategy.** It focuses on the organization's attempts to achieve its purpose. In order to achieve its fundamental purpose, an organization needs to specify the means for doing so. The statement should be made in such a way that the organization differentiates itself from the competing industries. The chief concern is for the survival and development through profitability.

**Stakeholder promises** Stakeholder promises specify the commitment of the organization to all persons or groups who have an interest in that organization. They are important because different units of the organization deal directly with different stakeholders. The responsibility of each of these should be clearly specified.

**A statement of organizational values and beliefs:** The organization's ideologies in terms of values, aspirations, attributes and beliefs provide guidelines on how things are to be accomplished in the organization. It includes the principles, which underline the organizational goals as well.

**A statement of public image:** This element of the mission statement specifies how the organization wishes to be seen by external constituents. It is important that organizations should specify the behaviour and approach to be used when dealing with external constituencies. A mission statement should specify the products to be produced and services to be rendered, markets and customers to be served and also the type of technology to be used.

**A summary of standards and behaviours.** There are some standards, code of conducts and behaviour for the employees of an organization and they are expected to follow them. These standards are in accordance with the strategies of an organization.