Ten Criteria for Evaluating Mission Statements

The mission statement is clear and understandable to all personnel, including all support staff & parents.

The mission statement is brief enough for most people to keep it in mind.

The mission statement clearly specifies what business the organization is in. This includes a clear statement about:

“What” needs the organization is attempting to fill, not what services are offered;
“Who” the organization’s primary “customers” are; and
“How” the organization plans to go about its business.

The mission statement should have a primary focus on one strategic goal.

The mission statement should reflect the distinctive competence of the organization.

The mission statement should be broad enough to allow flexibility in implementation but not so broad as to permit lack of focus.

The mission statement should serve as a template and be the means by which leaders and others in the organization can make decisions.

The mission statement must reflect the values, beliefs, and philosophy of operations of the organization and reflect the organizational culture.

The mission statement should reflect attainable goals.

The mission statement should be worded so as to serve as an energy source and rallying point for the organization. (Does it show your passion?)

Adapted from Applied Strategic Planning, Dr. Timothy M. Nolan