



Building Cash Cows™
Improving Quality of Life™

The ABA Insider™

Insights for improving profits, cash-flow, and quality of life

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Hang It Up... Your Mission Statement, That Is

Here's a short little quiz. Does your company have a Mission Statement?

- Yes - Give yourself 10 points
- It is in written form – Add another 10 points
- It is distributed to all employees – Add another 10 points
- It is hanging in the office for all to see – Add another 10 points

We think you get the message by now. Having a Mission Statement is critical. A well written Mission Statement is a cornerstone of your organization. However, if it resides only in the mind of the leader, how can others be expected to help him/her get there? If shared throughout the organization, your employees are on the same page – a team, rowing in the same direction. Research has proven that written plans have a much greater chance of being reached. Increase your odds for success by reinforcing the message in your Mission Statement every time someone sees it and reads it.

So get your hammer and nails and get that Mission Statement on the wall...

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