

Your Club's Mission Statement

IS IT CURRENT AND RELEVANT?

"When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it."

- W. Clement Stone

To be continually successful in membership development through good times and bad, a club must know who it is, who its market is, where that market is going and how the club is going to continue to capture its target market.

In past we've have stressed the importance of having a *vision statement* (what the "end state" looks like); a *brand position statement* (where the club fits in the market place and who its target market is), and now a *mission statement*.

So how important is having a current – and relevant mission statement? First, let's look at definitions.

A mission statement is:

- A formal summary of the aims and values of a company, organization, or individual
- The task, together with the purpose, that clearly indicates the action to be taken and the reason therefore. (military definition)
- A written declaration of an organization's core purpose and focus
- A short sentence or paragraph used by a company to explain, in simple and concise terms, its purposes for being.

What, then, is the mission statement supposed to do? It serves a dual purpose by *"helping employees to remain focused on the tasks at hand, as well as encouraging them to find innovative ways of moving towards an increasingly productive achievement of the club's goals."* A mission statement answers the following questions:

- Why do we exist?
- What is our business?
- Who are our members?
- What do they value?
- What do we do to achieve the club's vision?

The ability to articulate the mission indicates its focus and purposefulness

Do you recognize this mission statement? *"To organize the world's information and make it universally accessible and useful."*

Unless you have been Rip Van Winkle, you know it's Google's mission – and we all know how extraordinarily successful Google has been at accomplishing its mission. ("Googled" and "Googling" are both nouns and verbs in the dictionary.)

There is a reason why the most successful companies spend abundant resources to create mission statements, and why those statements are revised when market conditions change. Here are some examples from great companies:

PepsiCo's mission statement is *"to provide consumers around the world with delicious, affordable, convenient and complementary foods and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats."*

Starbucks Coffee's mission statement is *"To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."* The firm's mission statement serves as an indicator of what the company wants to do at the core of its business.

Apple's mission statement is *"Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad."*

Apple's mission statement is very specific in indicating what the company does and will do.

The former Continental Airlines Mission Statement was *Work Hard, Fly Right!* – one of my favorites because it's brief and to the point. Your club's mission statement should identify actions to achieve the club's vision – and the mission statement and vision statement must be aligned with the club's current business condition. So when was the last time the board reviewed (and revised, if necessary) the club's mission statement? **BR**

Ted Robinson is a partner with Private Club Associates and can be reached at (478) 741 7996 or via email: tcr@privateclubassociates.com



TED ROBINSON