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| Logo  Description automatically generated |  | Program foundation  Program Foundation Activity #10 |

# Text Description automatically generatedTHe mission statement

Many organizational strategies are founded on the basis of the mission statement content. Mike McBreen, Former Director Business & Compliance/Global Apparel at Nike, offers the following tips:

1) Mission Statements must be tangible, attention getting statements that define what is possible for an organization and its stakeholders.  
  
2) These statements must be clear, concise (read as: short) articulations that define the “so what” or purpose of the work.  
  
3) What is often missed in creating mission statements is the linkage between the statement and specific, actionable strategies to achieve the mission.   
  
4) I like to think of a simple hierarchy (or logic) for leading an organization.

* Define a Vision for the Future
* Create a Mission Statement that motivates the organization and its stakeholders to action
* Develop the critical, few strategies that can best achieve the mission
* Define and execute focused business plans against these strategies
* Measure performance and provide feedback to the team on their progress against defined objectives

A mission statement should also answer the following questions:

* What business will we be in?
* Who will be our current customers?
* What will the size and scope of our market look like?
* How will we meet the needs of our customers?

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**Step 1: Do some research and find at least five examples of organizational mission statements from some of your favorite sports teams, brands, events, or athlete foundations. In the space below, describe any details that you think would be helpful in developing your program’s mission statement.**

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**Step 2: In the space below, write your program’s mission statement.**

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**Step 3: Where will you post your mission statement? Will it be in the classroom on a large sheet of tagboard as a consistent reminder of your program’s vision? Will it be shared on social media? Will it be included in any sponsorship presentations?  
  
In the space below, list how, where, and to whom you plan to communicate your mission statement.**

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