



# Bridgeway to Success™

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**MOST MISSIONS  
ARE TOO LONG,  
BROAD, OR  
VAGUE.**

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## Mission Forgettable!

The “Mission Statement.” A management tool intended to create organizational focus. So why does it so often elicit cynical chuckles and rolling-of-the-eyes?

Most mission statements are too long, too broad, or too vague. One of our clients had a mission statement that was 249 words! How can you possibly focus and align your organization around that?

The solution, however, is not simply brevity. Many brief mission statements are so generic – “provide superior value,” “high quality products and services”, “meet our customers’ needs,” – that an outsider would have no idea what the company actually does!

Every organization needs to establish focus by answering two fundamental questions: What do we do? What does “winning” look like?

Here is how one of our clients, a re-manufacturer of small commercial and industrial engines, answered the first question: “We restore engines and their components to their original greatness.”

A small sporting goods manufacturer in the 1960’s created a picture of winning in two words: “Crush Adidas!” The name of that company? Nike.

Michael Canic