Designing Team Mission

TOPIC:
Mission building

OBJECTIVES:
- Students will identify key elements of mission statements
- Students will develop a team mission statement

LENGTH:
1 – 2 hours

ENVIRONMENT:
Indoors

MATERIALS:
- Reference Books on Vision and Mission
- Examples of Mission statements
- Mission worksheet
- Pencils
- Access to library and/or Internet for research
- Board/Flip chart
- Dry erase markers or flip chart markers

Background:
The team mission statement provides a collective aim to guide participants in completion of their service project. It is important to develop and adopt a team mission because it provides a common goal for the group to accomplish. In this activity, students research aspects of both vision and mission statements, determining effective elements of each. The group convenes and presents ideas to the team. Based on this research, participants then develop a team mission.

Activity Outline:
Beforehand:
Gather reference books on vision and mission statements. Find examples of mission statements from various organizations and groups to use as discussion and processing with students. Prepare copies of the mission worksheet. Secure access to Internet-ready computer lab or library.

Convening Students:
Students gather for instructions. Introduce objectives. Provide a brief introduction on characteristics and aims of vision and mission statements. The students may also independently work through research to define these characteristics. Regardless of set up, however, participants should be guided through the tasks before they are set to research elements of vision and mission statements. Divide youth into small groups. Instruct each group to research elements of effective vision/mission statements using provided materials. They should be prepared to report their findings to group members. Assign groups questions like the following: How many words are in a mission statement? What questions should a mission statement answer? Also ask groups to find examples of mission and vision statements from other organizations, etc. Ask for questions. Then allow students time to research elements of good vision and mission statements.

Group Reports:
Gather students for group reporting. Prompt students to share information from the research process (Internet, library, etc.). Ask each to discuss elements or qualities inherent to effective vision and/or mission statements. Then ask students to present and critique vision and mission statements from various companies and organizations with the larger group. Record findings on a board or use a flip chart.

Developing Team Mission:
Using the Mission worksheet, guide participants through the aspects to consider when designing a mission statement. The whole group should brainstorm a vision for the future. What does the group want to accomplish in the next few years?

Once a vision is established, split participants into smaller groups to develop a team mission. Ask youth to reflect on effective characteristics to use in a mission and examine these aspects as related to their project. Each group should develop a draft mission statement based on the vision.

Once each group has developed a team mission, have them present it to the team. Ask the team to critique each mission. Remind them to stress the positives. What is strong about this statement? Record critiques.

After mission statements are presented, reviewed, and critiqued, the whole group will need to adopt a team mission statement. Based on critique of small group drafts, the team should draft a full statement that meets group consensus. Prepare a document with this team mission and have youth provide signatures as part of a contract the group adheres to during the project.

Afterward:
Refer back to the team mission as work progresses. Are participants meeting their goals and vision?

References:

Peterson, Randall S. (1991). *Seeing the Vision*. Minnesota 4-H Youth Leadership Workbook 5. St. Paul, MN: Minnesota Extension Service, University of Minnesota. 4H-BU-5731-S

Peterson, Randal S. (1991). *Reflecting on Action*. Minnesota 4-H Youth Leadership Workbook . St. Paul, MN: Minnesota Extension Service, University of Minnesota. 4H-BU-5733-S

The Mission

EXAMPLE:

We, the Environmental Leadership Team, are resolved to solve the growing problem of pollution in our school. Therefore, we intend to work with teachers and administrators to develop a school-wide recycling program.

What is the Problem:

Why is it a problem:

Why are you interested:

What do you plan to accomplish:

How will you reach your accomplishment:

Our Mission

Adapted From:
Bass, Melissa. (1994). *Making the Rules: A Public Achievement Guidebook—For Young People Who Intend to Make A Difference.* Minneapolis: Humphrey Center.