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walk a CLEAR
path to
SUCCESS

FEBRUARY 2023

CRYSTAL CLEAR CONSULTING

ISSUE 1

MINDING YOUR OWN BUSINESS

STEP 2: MISSION STATEMENT

Have you ever asked yourself, just what is a mission statement and what purpose does it serve? After all, how can a string of words that a company calls their Mission Statement really make a difference? How can a Mission Statement really make a difference? How can a Mission Statement really make a difference in your company, in you life, in your workplace?

What do you automatically think of when you hear the words, "Just do it!" And who had a "Better Idea"? Whose "Friendly Skies" did you fly...if you answered Nike, Ford, and United, then these companies have effectively positioned their product in your mind.

But a mission statement is so much more! With this first monthly newsletter, we are focusing on Step 2: Mission Statement

OBSERVATIONS

A Mission Statement can be defined as the foundation on which you, your company, your municipality, your country build it's policies, image, and procedures. All goals, policies, and procedures are derived from the parameters set forth in the Mission Statement.

CONCLUSION

The Mission Statement's purpose is to encapsulate the concept of a flag for an army or the colors of a sports team, which are analogous to the actual reasons why the members of an organization will strive to fulfill its objectives in every act. The basic function of the Mission Statement is to convey to the public, your clients, and your employees the reason for your company's existence. They should encompass your companies' guiding principles, which define your image and traditional values.

RECOMMENDATION: CASE STUDY - MIAMI RIVER INFILL PROJECT/GREENWAY ACTION PLAN

MISSION STATEMENT: "ONE VOICE FOR THE RIVER"

The 2000 Miami River Improvement Act authorized the commission, Miami-Dade County and the City of Miami to develop a comprehensive plan for the River. This "call to action" urging the community to forge the "political will" to save the Miami River resulted in an action to implement certain measures that would address current concern, which include decontamination services. Storm water systems retrofits, redevelopment, creation of six new parks, increased tree canopy, removal of derelict vessel, environmental education programs, volunteer clean ups, extending hours of the Metro mover stations near the river, and expansion of the Enterprise Zone economic incentives. The Miami River Commission was formed to act as the clearinghouse for all things affecting the Miami River; this group consists of a company of two employees; Managing Director, Brett Bibeau and his assistant Ashley. Together they manage and coordinate all matters concerning the Miami River, "One Voice for the River". They make sure that the guiding principles that have been set forth to ensure the River's future.

COST/BENEFITS

The cost of not taking the measures needed to preserve the River would cause it to deteriorate to the point of non-existence. The major benefits of the Mission Statement is that it provides unified principles for everyone to follow, where they know where they intend to end up when they start. Thus conserving the waterway and preserving living and working on the Miami River.

Do you see the similarities between the Miami River Commission (Greenway Action Plan) and what your company should be doing to establish a Mission Statement?

If you would like to find out how your company can benefit from a Mission Statement or would like some suggestions on your current Mission Statement, I invite you to send me yours at the email below!

