

# Mission

A mission [statement](#) is a concise and clear declaration that outlines the fundamental purpose and reason for an organization's existence. It articulates the organization's core identity, values, and primary objectives. A well-crafted mission statement provides guidance to internal and external stakeholders, including employees, customers, investors, and the broader community. Here are key characteristics and examples of mission statements:

Characteristics of a Mission Statement: Conciseness:

A mission statement should be succinct and to the point, capturing the essence of the organization's purpose without unnecessary complexity. Clarity:

It should be easily understandable by a wide audience, including employees, customers, and the general public. Clarity ensures that the mission is accessible and memorable. Inspiration:

A compelling mission statement inspires and motivates both internal and external stakeholders. It should convey a sense of purpose and evoke a positive emotional response. Values:

Mission statements often incorporate the core values that guide the organization's behavior, decisions, and actions. These values reflect the principles and beliefs that the organization holds dear. Focus:

The mission statement should focus on the unique contributions and goals of the organization, differentiating it from others in the same or similar industries. Timelessness:

While specific strategies and objectives may change over time, the core mission of an organization is generally enduring. A timeless mission statement remains relevant over the long term. Alignment with Vision:

A mission statement is closely aligned with the organization's vision, which represents its aspirational future state. Together, the mission and vision provide a comprehensive understanding of the organization's purpose and desired impact. Examples of Mission Statements: Google:

Mission: "To organize the world's information and make it universally accessible and useful." Microsoft:

Mission: "To empower every person and every organization on the planet to achieve more." Tesla:

Mission: "To accelerate the world's transition to sustainable energy." Amazon:

Mission: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online." Save the Children:

Mission: "To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives." Oxfam:

Mission: "To tackle the root causes of poverty and create lasting solutions." Doctors Without Borders (Médecins Sans Frontières):

Mission: "To provide medical care to people affected by conflict, epidemics, disasters, or exclusion

from healthcare.” Starbucks:

Mission: “To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.” Nike:

Mission: “To bring inspiration and innovation to every athlete\* in the world. \*If you have a body, you are an athlete.” World Wildlife Fund (WWF):

Mission: “To conserve nature and reduce the most pressing threats to the diversity of life on Earth.” These examples illustrate the diversity of mission statements across different industries and sectors. Each mission statement reflects the unique goals, values, and focus of the respective organizations. When well-crafted, a mission statement serves as a guiding force, helping organizations make strategic decisions and communicate their purpose to stakeholders.

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Healthcare organizations, be they private, public or government-sponsored, depend considerably on revenue generated from surgical procedures to actualize their mission, achieve organizational goals and ensure financial viability. Perioperative executives are therefore faced with the challenge of transforming the workplace in order to eliminate operational failures, decrease cost, increase value-laden care and to ensure customer and staff satisfaction <sup>1)</sup>.

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Strategic goals are high-level objectives that an organization sets to guide its overall direction and decision-making. These goals are typically aligned with the organization's mission and vision and are designed to address key challenges, take advantage of opportunities, and achieve long-term success.

<sup>1)</sup>

Dearmon VA, Riley BH, Mestas LG, Buckner EB 2015 Bridge to shared governance: Developing leadership of frontline nurses Nursing Administration Quarterly 39 (1) 69–77

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