



## Jim's Profit Accelerator 270

### A Mission to Remember

The purpose of mission is to have a yardstick for decisions and priorities. That's the "head" part. It's useful but not necessarily vital, because it can escape the heart. The point of a mission is to grab the heart, the emotional power center that pulls folks into reaching for something that matters to them.

**SPEED BUMP:** Mission is an affair of the heart.

Let's dispense with "vision." It's a nice concept that's often a conceit of owners or presidents, and it seldom endures past the end of the meeting where it's defined. Instead of wrestling it to the ground, let's just drop it, and invest the energy instead into a mission that we can bite into.

Here's a way to think of mission that might be helpful:

**SPEED BUMP:** Mission is our contribution to society, the people around us.

It can be the people in our neighborhood or the world. Either works, or anyone in between. The point is to move outside the problems of this morning to ask, "Why are we doing this?"

Asking this question opens a dialogue that can lift our hearts toward something with an emotional appeal that goes beyond today's paycheck, vital as that is. The "goes beyond" part offers a linkage to something bigger, something that matters enough to grab us and pull us into giving back by doing our jobs well.

Consider these Apple mission statements as examples:

Steve Jobs: "To make a *contribution to the world* by making tools for the mind that advance humankind."

Tim Cook 2009: "To bring the *best user experience to its customers* through its innovative hardware, software, and services."

I've highlighted what strikes me, to point out that the first one aims at the heart, while the second one aims at products. Neither is wrong, but to me the first one enables more folks to bring a gush of pride to their work that includes the second one and stretches beyond it.

One of many benefits of a powerful and punchy mission statement is that it can infect company and individual goals with the meaning and urgency that helps to bring a workplace alive.

Goals are about service and profit. Those aren't always meaningful to folks in the trenches, other than doorways to their paychecks. When goals are powered with a strong mission statement, they can reach heart and emotion—the sources of intense effort and pride.

**SPEED BUMP:** Goals as a path toward an exciting mission can be rewarding.

The first step is to audit your mission statement for its heart value, and if it's weak, go back and boost it with your people. Make it your gift to your employees.

**ACCELERANT:** When will you boost your mission statement?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

For more information, visit [www.grewco.com](http://www.grewco.com).

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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