



The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Mission Statements"

June 2009

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What's New ...

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As far as what is new with me I guess the most exciting news I have heard in a long time would be that I am going to be an uncle for the first time in November! ☺

Also, new for me is the label "Networking King" of Pittsburgh. I attend many networking events for my business and believe learning what each of you are doing in your businesses is the most important thing I can take away from such events.

Here is to helping each other in the near future.

Happy Networking!

Chad

How To Develop A Mission Statement

Changing the mission -- or creating an organization's first mission statement -- is a process of gathering ideas and suggestions for the mission and honing them into a short, sharply focused phrase that meets specific criteria. Peter Drucker says the mission should "fit on a T-shirt," yet a mission statement is not a slogan. It is a precise statement of purpose. Words should be chosen for their meaning rather than beauty, for clarity over cleverness. The best mission statements are plain speech with no technical jargon and no adornments. Like the mission statement of the International Red Cross -- "*To serve the most vulnerable*" -- they come right out and say something. In their brevity and simplicity is power.

Mission: Why you do what you do; the organization's reason for being, its purpose. Says what, in the end, you want to be remembered for.

Work Plan For Developing A Mission Statement

1. Establish a mission-writing group.
 - Chose a facilitator and writer
2. At a first meeting of the writing group:
 - Adopt criteria for an effective mission statement.
 - Gather ideas and suggestions for the first drafts.
3. Develop one or more draft statements.
4. In a second group meeting, judge initial drafts against criteria and suggest revisions or new options.
5. Develop the second drafts.
6. Gain feedback from outside the writing group.
7. Summarize feedback and distribute second drafts and summary to the writing group.
8. In the third meeting:
 - Make recommendations for final revisions and propose a draft mission statement for board approval; or
 - Summarize the status of the process and determine the next steps.
9. Give preliminary endorsement to the proposed mission statement.
10. Present the proposed mission statement for board approval.

**** In next months issue we will start to explain each step in greater detail ****

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|--|---|--|---|----------|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| | | | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> | <p>Entrepreneur's Growth Conference To register, call 412-396-6233 or go to www.egc.duq.edu</p> <p>Networker's Hooky Day: A Celebration of Mixing Business with Pleasure Information: Call Rosemary Pipitone at 412-977-4465</p> <p>Entrepreneurial Thursday Networking Event www.entrepreneuralthursdays.com</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Get Out from Behind Your Computer and Get a Job Through Networking To RSVP or for further info, call 412-552-7048</p> | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| | | <p>I Wish I'd Known That!! Register online at www.PittsburghProfessionalWomen.com</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Business for Breakfast Networking Event Register online at: http://pittsburgh.bizjournals.com/pittsburgh/event/</p> <p>Online Social Networking for Solo-Professionals Register online at www.pittsburghcoaches.org</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Your Job Search Action Plan To register, go to: www.marbenbland.com</p> <p>Entrepreneurial Thursday Networking Event www.entrepreneuralthursdays.com</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Your Job Search Action Plan To register, go to: www.marbenbland.com</p> | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | | <p>Power Resume To register, go to: www.marbenbland.com</p> <p>After-Work Network For more info and to register online, go to: www.wsba.ws</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> | <p>Make Technology Your Job Searching Friend To register, go to: www.marbenbland.com</p> <p>Entrepreneurial Thursday Networking Event www.entrepreneuralthursdays.com</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Make Technology Your Job Searching Friend To register, go to: www.marbenbland.com</p> <p>Women's Power Lunch To register, contact Suzanne McMahon-Froehlich at 724-452-5152 or suzannef@zoominternet.net</p> | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Business Exchange Networking Lunch Register, contact Carol Briney at 412-781-8773</p> | <p>The Network Lunch For more info and to register online, go to: www.wsba.ws</p> <p>Power Networking To register, go to: www.marbenbland.com</p> <p>Entrepreneurial Thursday Networking Event www.entrepreneuralthursdays.com</p> | <p>How to Win in Today's Economy To register, go to: www.marbenbland.com</p> | |
| 28 | 29 | 30 | | | | |