

# Mission Statements

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**ROD POWELL, SPHR, QPC**  
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# Facilitator Introduction

Rod Powell

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- **Former HR Director and Chief of Strategic Planning and Quality Improvement for Escambia County (6 yrs)**
  - Approx 30 yrs HR/Management (incl. HR Dir. Centers for Disease Control (CDC) HQs in Atlanta)
  - Quality Improvement, Organizational Development, Training, Ethics, Performance Measurement, etc
  - Lead role in BCC development of “Vision, Mission, & Values”, strategic plans, and balanced scorecard (2006-08)
- **Retired Captain (O-6) U S Coast Guard (R)**
  - Specialized in Port Security, Port Safety, Marine Environmental Protection, Water Pollution, & Planning
- **Certified Senior Professional in Human Resources (SPHR) and Quality Performance Consultant (QPC)**

# Purpose

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- **Mission statements should:**
  - Guide the actions of an organization
  - Spell out the overall goal(s)
  - Provide a path
  - Guide on-going decision making
- **Provides Framework or Context for:**
  - Goals
  - Strategies

# Effective Mission Statements

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- Cogently and *succinctly* spells out organization's purpose
- Includes:
  - Aim of organization
  - Primary stakeholders
  - How organization provides “value to stakeholders”
  - Declaration of purpose-  
“*Why do we exist?*”
- *Handout provides some examples*

# Task for Next Meeting

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- **Provide your input to the following:**
  1. Aim of Restore Act Advisory Comm.
  2. Identify primary stakeholders
  3. How will Restore “add value”
  4. Why do we exist?
- **Proposed “one or two sentence” mission statement for next meeting**
  - Should be something you can remember
  - Be able to apply in decision making
  - Relate directly to mission and objectives

# Questions/Ideas

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Please submit comments to Rod Powell at [roderick.2002@yahoo.com](mailto:roderick.2002@yahoo.com)  
(Cc: Victoria D'Angelo at [vadangelo@co.escambia.fl.us](mailto:vadangelo@co.escambia.fl.us)) by **February 17, 2014**.  
The recommended date for mission statement development is **March 3, 2014**.