Agenda

• Session Objectives
• Aligning on Mission
• Setting Mission-Based Goals
• Defining Mission Creep
• Avoiding Mission Creep
Session Objectives

• Understand the link between the organizational mission and goals
• Identify the common causes of mission creep and how to avoid them
Aligning on Mission

- Write down:
  a. Your school’s mission. (From memory!)
  b. What it means to you.

- Your mission is the driving force of your entire organization
Setting Mission-Based Goals

Set aligned S.M.A.R.T. goals:

– **Specific**: A specific goal has a much greater chance of being accomplished than a general goal.

– **Measurable**: A clear criteria for measuring progress toward attainment of each goal set should be established.

– **Attainable**: Goals that are important to the organization are easy to figure out how to make them come true.

– **Realistic**: Realistic goals represent an objective toward which the organization is both willing and able to work.

– **Time-Bound**: A goal should be time-bound. Deadlines too far in the future are easy to put off, goals set too close tend to be unrealistic and have little success.
Defining Mission Creep

• What is mission creep?
  – Mission creep is when your organization expands its mission beyond the original goals that were set.

• Why should you avoid mission creep?

• How do you know when to adjust your mission?
  – There is a difference between mission creep and making strategic adaptations to a mission statement to evolve as needs change around us.
Avoiding Mission Creep

• Be clear about your mission
• Let your mission guide your decision-making
• Leverage your people
• Learn to say “no”
Avoiding Mission Creep

• Be clear about your mission
  – Make it clear and concise
  – Dedicate it to memory
  – State it at every board meeting
  – Make sure everyone understands it
Avoiding Mission Creep

• Let it guide your decision-making
  – Stay laser-focused on mission
  – Filter all decisions through the mission
  – Always ensure alignment between decisions, goals, and mission
Avoiding Mission Creep

• Leverage your people
  – Use your unique skills to reach your mission
  – Energize your teams and inspire your stakeholders
  – Get everyone behind the mission
Avoiding Mission Creep

• Learn to say “no”
  – Not every great idea is best for your organization
  – Be very intentional about what you do and don’t do
  – Don’t try to do more than your mission
Mission Creep vs. Mission Change

• How do you know when to adjust your mission?
  – Changes to your customers, environment, or purpose
  – Lack of clarity in mission
  – No longer reflects your organizational values and vision
QUESTIONS?