

# MISSION FOCUS

*competency*



## Difficulty



Easy  
Stroll

Tough  
Climb

# Mission Focus

---

Effective performers understand their own personal mission and calling - their core purpose for being. They believe in their mission, value it and are committed to it. They communicate it to others, stand behind it and interpret its application to their vocation. They frequently refer to the mission and incorporate it into daily activities.

Level	Performance Indicators and Behavioral Examples
<b>4</b> Strategic	<ul style="list-style-type: none"><li>• Establishes or refreshes the mission—their core purpose for being.</li><li>• Communicates the mission to others.</li><li>• Integrates all behaviors to support their mission.</li><li>• Uses their mission statement (in concert with vision and values) as a starting point for decision-making.</li></ul>
<b>3</b> Advanced	<ul style="list-style-type: none"><li>• Translates their purpose into functional mission.</li><li>• Establishes plans and goals that support their mission.</li><li>• Integrates their mission into all activities.</li></ul>
<b>2</b> Applied	<ul style="list-style-type: none"><li>• Communicates their mission to others and interprets its application to vocation.</li><li>• Refers to their mission frequently; incorporates their mission into daily activities.</li><li>• Supports and reinforces their mission.</li><li>• Understands that their mission conveys meaning; uses the mission as a motivator.</li></ul>
<b>1</b> Elementary	<ul style="list-style-type: none"><li>• Knows personal mission, vision and values.</li><li>• Supports that mission.</li><li>• Incorporates mission into daily activities.</li></ul>
<b>0</b> Inadequate	<ul style="list-style-type: none"><li>• Does not know the mission; does not know “why we’re in business.”</li><li>• Does not agree with part or the entire mission; can’t buy into it.</li><li>• Does not value the mission or see how it should guide daily activities.</li><li>• Avoids or resists discussions about the mission.</li></ul>

## Best Ways To Develop

Explore your personal mission statement. Connect your role to the your life purpose. Dialogue with others regarding purpose, core technology, vision, and guiding principles. To truly understand your core mission and differentiating values, do a “SWOT” analysis. Once you feel you understand core purpose, scan the environment for threats and opportunities. Then look inside for strengths and weaknesses. Surface one or two strategic issues.

## Improving Your Capacity

**Read:** *Competing for the Future* by Gary Hamel and C. K. Prahalad.

**Read:** *Organizational Vision, Values and Mission: Building the Organization of Tomorrow (Fifty-Minute Series)* by Cynthia D. Scott.

**Read:** *The 7 Habits of Highly Effective People* by Stephen Covey.

**Read:** *Vision in Action: A Practical Guide for the Cooperative Management of Small Organizations (Spirituality and Social Renewal)* by Christopher Schaefer and Tinjo Voors.

## Start Today

Begin with manageable changes – one thing at a time, one day at a time.

Consider one decision you will make today. Stay flexible with it. Suspend immediate judgment. Remember, the longer you withhold judgment, the better your judgment will be.

## Tips

- Take time to truly understand your mission, vision and values.
- Align your goals and activities to your purpose and strategy.
- It's not enough that you understand the mission; you have a responsibility to see that others understand it as well.

# Development Action Planning Form

---

**Step 1:** Choose a competency area to develop.

**Target Competency:** \_\_\_\_\_

**Step 2:** Describe a positive outcome in the target area of competence; include your vision of a preferred future state.

**Goal Statement:** \_\_\_\_\_

**Vision Statement:** \_\_\_\_\_

**Step 3:** List the benefits of achieving your desired end state.

**Benefits:** \_\_\_\_\_

**Step 4:** Brainstorm the actions you might take to achieve your goal. For each, anticipate obstacles and options for overcoming them.

Action Steps	Obstacles	Options
1.		
2.		
3.		
4.		

**Step 5:** Finalize your action steps based on your brainstorming in Step 4. Now, list each action you must take to achieve your goal, including time frames and resources you will need.

Action Steps	Time Frames	Resources
1.		
2.		
3.		
4.		