



RESULTS STYLE OF LEADERSHIP

LESSON: 'MISSION'

“When you know who you are; when your mission is clear and you burn with the inner fire of unbreakable will; no cold can touch your heart; no deluge can dampen your purpose. You know that you are alive.” Chief Seattle

DEFINITION:

A 'Mission' is a simple statement of 'what' we do in the Horizontal Dimension, anchored by the meaning, purpose and passion of Vertical Leadership.

A well-stated 'Mission' offers clear direction in the Horizontal Dimension while holding the immense power of Vertical Leadership. As a result, it attracts the opportunities, resources and people who resonate with it.

For an organization, a well-stated 'Mission' unites its people around a common purpose with shared vision, goals, and values.

For an individual, it offers alignment, purpose, grit and validation of 'what' we have been endowed with upon birth. It articulates what we have naturally been expressing since childhood; and it helps us recognize our life journey and the choices we've made along the way as preparation for the fulfillment of our mission.

A well-stated 'Mission', rooted in simplicity, meaningfulness and passion, empowers willingness, allows for purposeful expansion and creates stability during times of change, difficulties and opposition.

BENEFITS:

1. Provides a filter for decision-making.
2. Supports willingness, presence and grit.
3. Allows for greater productivity, motivation and enthusiasm.
4. Supports the 'critical axis', the nexus of Horizontal and Vertical Leadership.
5. Supports clarity, and collaboration.
6. Offers greater sense of direction.