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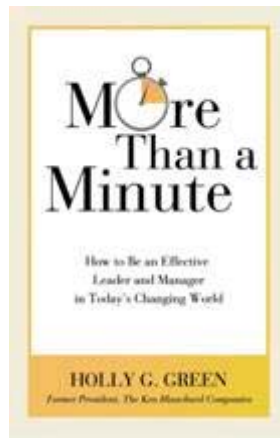


THE HUMAN FACTOR, Inc.

...optimizing human assets to achieve organizational success

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(858) 401-9380



"Holly's book is an indispensable reference guide for today's leaders and managers." Paul Brown, President, Expedia.com

Click [here](#) to read more "Book Buzz" and see what others are saying about *More Than a Minute*.



Check out Holly's latest blogs www.morethanaminute.com/morethanablog to get even more specifics on staying focused and maintaining your success.

THE HUMAN FACTOR, Inc. can provide you with specific tools and techniques

Brief lessons from Holly Green's new book, *More Than a Minute*, to support your journey to becoming an even more effective leader and manager in today's changing world!

Know Why: Define Your Reason for Being

Once you have completed your research and exploration to prep for strategic planning, it is time to dive into the actual strategic planning framework. The first thing on the list - your organization's Mission Statement. A compelling Mission Statement is written in the present tense (as if you are already doing it) and tells people why you exist. Here are a few sample characteristics that are reflected in great Mission Statements (a more comprehensive list and guidelines can be found in Chapter 1 of *More Than a Minute*).

- Aspiration - Is it big, compelling and broad reaching?
- Brevity - Is it brief and to the point?
- Clarity - Is it easy to understand?

Your mission is the longest lasting piece of your strategic framework. It needs to be compelling, creating an image in the mind of anyone who reads it. A Mission Statement should be created to withstand the test of time, although things are changing at such a fast pace today that a five year timeframe is a good target.

Picture this...in the 1950's Boeing's Mission Statement was "Become the dominant player in commercial aircraft and bring the world into the jet age"; and Sony's Mission Statement was "Become the company most known for changing the worldwide poor-quality image of Japanese products." Some great Mission Statements for today: "We are ladies and gentlemen serving ladies and gentlemen." - The Ritz Carlton "We organize the world's information and make it universally accessible and useful." - Google "Our mission is to bring inspiration and innovation to every athlete* in the world. *if you have a body, you are an athlete."

to jumpstart your business using comprehensive strategic planning. Please contact us today or visit www.thehumanfactor.biz for more information.

- Nike

In defining your company's mission, gather input and thoughts from as many others as you want involved in the process, and then create a small team to manipulate the words into a gripping Mission Statement that everyone on your team can embrace.

Once you have chosen your Mission Statement, you'll be ready to dive into the next step of your strategic plan, determining the guiding principles and attributes of the organization. We'll explore this step, as well as those which follow in upcoming newsletters.

For a more in depth look at these planning tools, check out *More Than a Minute* at www.morethanaminute.com.

In addition, Holly is available to guide you and your organization through the steps of strategic planning to provide the framework and tools to achieve success.

Identifying the primary purpose and objectives for your organization is of utmost importance, especially given the current financial climate. Now is the time to work to clarify your mission statement to bring focus to your entire organization.

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