



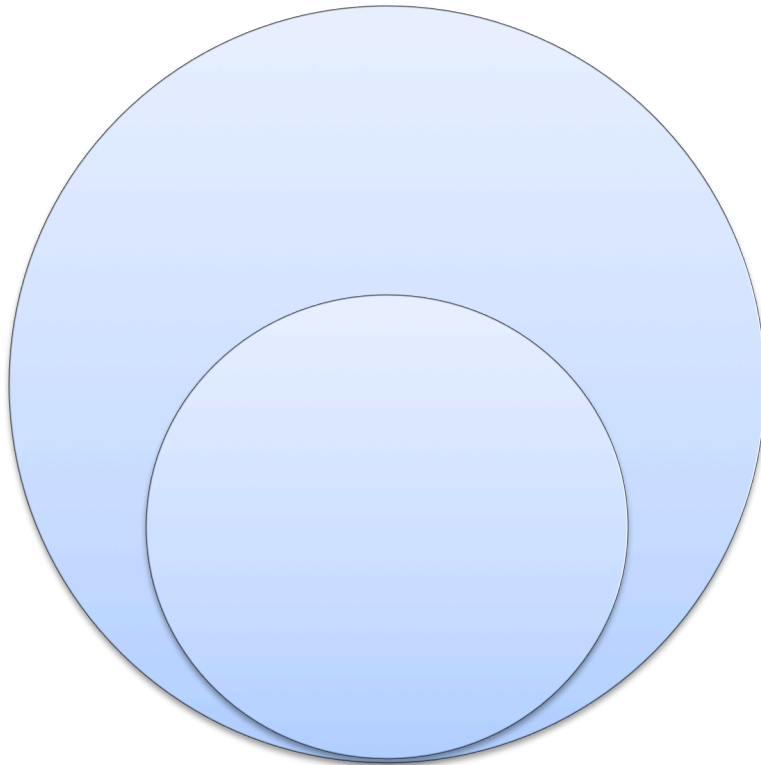
Personal Commercial Mission

A good Personal Commercial Mission:

1. Is YOURS; it must speak to you.
2. Is part of your agreement with your colleagues. They must also understand it and agree to it.
3. Should be SHORT; a sentence or two.
4. Should NOT simply be a list of your activities (in fact, this is counterproductive). It should capture your purpose at a high (and probably abstract) level within the enterprise.
5. Should guide your activities.
6. Should tie your purpose back to the overall purpose of the enterprise.

An overarching point is that the Mission shouldn't be detailed or specific; it shouldn't define terms of service or activities. It's good that it's abstract; the Mission should cause the Colleague to think—to work through the abstract nature of the Mission and formulate plans for action.

Rings of Responsibility





Personal Commercial Mission Examples

“To ensure our customers receive pristine tomato products, free of foreign material.”

“To develop and refine superior principles and systems of organizing people, and to instill those principles and systems in the minds of our client colleagues.”

“To set a standard for what visually and functionally represents our products, and to ensure that every item that we produce is aesthetically beautiful and consistent with the visual and functional characteristics of our brand.” *(a product designer)*

“To chart a course for product direction for the near and distant future based on adherence to our vision.” *(product manager)*

“My mission is to provide high quality financial and performance data in a manner that facilitates decision making, helps seize new opportunities, averts risks, and re-paths breakdowns.”

“My mission is to educate and inform customers on our innovative products and the social impact that inspired them. To create marketing strategies that embody our values and to empower my colleagues with sales strategies that would help enhance the customer experience.” *(Marketing)*

“To maximize the overall efficiency and effectiveness of our enterprise by promoting the adoption and rigorous use of superior principles and systems of organizing people, by developing processes and business strategies which promote accountability and ownership, and by cultivating a culture in which excellence is rewarded.”

“Formulate and apply mathematical modeling, and develop information systems which will enhance colleagues' ability to meet our customers' requirements.”

“My Mission is to design the ultimate tomato and fruit factories, maintained and operated to perfection while meeting all customer product and service specifications.”