

Mission Statement

A mission statement is an opportunity to define our organisation at the most basic level. It should tell Canoeing Ireland's story in a brief and succinct statement. Essentially it contains key phrases that express who we are, what we do, what we stand for, what we are trying to achieve and why we do it.

In simple terms a mission statement communicates the essence of the organisation to its stakeholders, members and the public.

When developing a mission statement, start by asking yourself the following questions:

1. What business are we in (what do we do)?
2. What is the purpose of our organisation (outcomes and results we want to achieve)?
3. For whom is our organisation in business (who are our internal and external stakeholders)?
4. What are our shared core values and beliefs (or guiding principles) that we practice in the delivery of our service?
5. How do we differ from other organisations?
6. What level of service do we provide?

Checklist

A quick test of a good mission statement is to ask:

- Does it describe a purpose for Canoeing Ireland?
- Does it capture the culture of the organisation?
- Does it describe the strategic positioning of Canoeing Ireland?
- Is it easy to read, but powerful?
- Does it provide options for growth and development?

Basic guidelines in writing a mission statement

- **Our mission statement is about our organisation and our ideals.** Read other organisations' mission statements for ideas. Make sure you actually believe in what you're writing.
- **Don't "box" yourself in.** Our mission statement should be able to withstand the changes that come up over time in your services or sporting environment.
- **Keep it short.** The best mission statements tend to be three to four sentences long.
- **Ask for input.** Run your mission statement draft by your committee or selected group of members. Is it clear and easily understood?
- **Aim for substance, not superlatives.** Avoid saying how great we are, what great quality and what great service we provide.

Example of mission statements: