

## **COPS Baseline 1-1: Creating an Effective Mission Statement**

### **ABSTRACT**

A mission statement defines who the company (or survey division) is, what they currently do (services), what they stand for (core principles) and why they do it. Almost every company has a mission statement, but few have promoted or adopted it into the day to day culture of the firm to the point that the employees actually know what the mission actually is. If you go the expense and effort to define the mission and vision of the firm, it is important to promote it throughout the organization in order for employees to have clear guidelines. Companies can then effectively use their mission statement to “filter” their decisions.