

MISSION

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- A mission statement is a short, written statement of the purpose of the organization. It helps the organization to link its activities to the needs of the society and legitimize its existence. Mission of the organization says what it can do for the country while the purpose suggests how this contribution can be made.

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- Mission statement provides information and inspiration that clearly defines and explicit outline the way ahead for the organization. It is a source of vision and foundation for priorities, strategies, plans and work assignment. It is starting point for planning the managerial activities and structure. Mission and purpose statements incorporate the culture of organization.

Dimensions of Mission statement

- Key values and beliefs.
- Distinctive competence
- Desired competitive positions
- Competitive strategy
- Compelling goals
- Specific clients served and products or services offered.
- Concern for satisfying multiple stakeholders.

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- **Formulation of Mission Statement** – The basis for the formulation of organizations mission lies in the basic philosophy of those who create and manage the organization and visionary long term concept of organization.

Characteristics of Mission Statements

- **Short** – Not more than two or three sentences.
- **Inspiring** - to call people for action
- **Durable** – Designed to last for five or more years.
- **Distinctive** –uniquely describing the purpose.
- **Specific** – establishing precisely what the we want to achieve.
- **Credible** – so stakeholders can believe

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- **Alive**- all know what it is
 - **Clear**- both in terms of intentions and works used
 - **Feasible**- neither too high to be achievable no too low

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- **Unambiguous**-Written form, and personnel working should also be aware of it

-Dynamic giving action and strength of evolving statement of philosophy and objectives.

-Statement of ethics principles and standards should be included in mission.

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- Express the organizations vision and values
 - Delineates organization's uniqueness.
 - It should guide the actions of the organization frame its overall goal provide a sense of direction and guide decision making.
 - Drive an organization forward.

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- **Nursing Mission** – the mission of nursing is to be a leader in providing compassionate, quality care focusing on the unique needs of patients and their families.