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Organizational Mission Statement Guidelines Revisited

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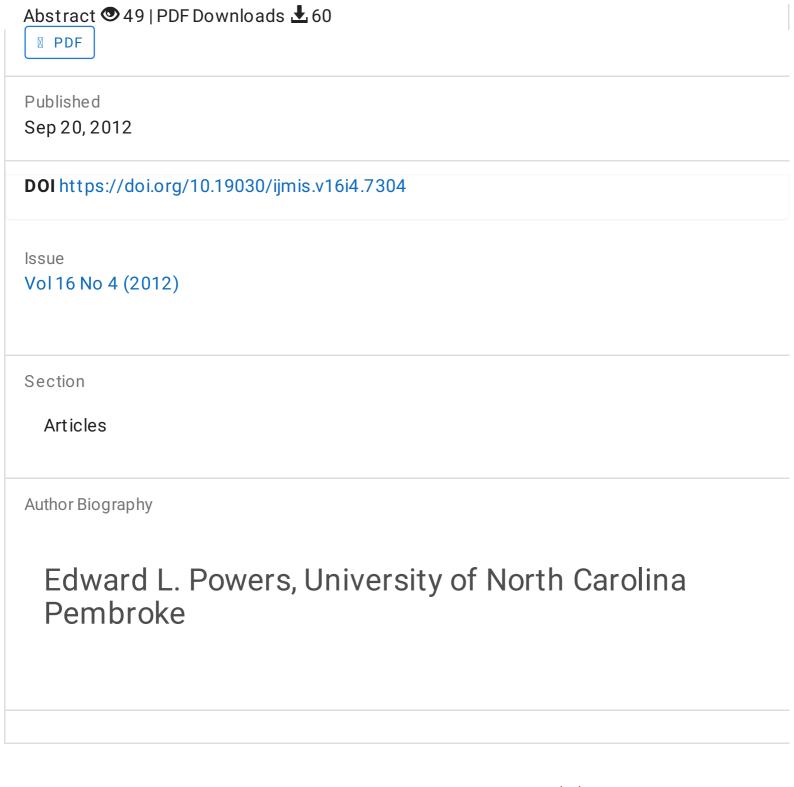
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Keywords

Organizational Mission Statements, Organization Goals, Mission, Organizational Motto/Slogan

Abstract

This paper provides appropriate guidelines for writing organizational mission statements. A planning framework is presented as a reference point for seeing where a mission statement fits into the planning process. Examples are provided of guidelines typically recommended for use in writing a mission statement, and some samples of organization mission statements are presented in order to illuminate the variety of approaches used in practice. New guidelines for mission statement content are recommended.



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• Edward L. Powers, The Anatomy Of EEOs Level Playing Field, Journal of Diversity Management (JDM): Vol 4 No 2 (2009)





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