

COLUMN

On a Mission?

It's one thing to HAVE a mission... it's another to be 101% clear and committed to that mission.

by **Mary K Weinhausen**

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It's one thing to HAVE a mission... it's another to be 101% clear and committed to that mission.

While exploring this month's theme, *Mission-Driven Business*, I found myself wondering if the difference between the successful network marketers and network marketing companies and the less than successful ones could be a result of the level of commitment they have to a clear, meaningful mission for their business.

I think it is one of the factors of success. And another factor to be considered is how well aligned each business owners mission is with their company's mission and the industry's mission.

To most network marketers it might seem quite obvious that the Mission driving our industry could be stated as something like, *"To have a genuine impact on the world by working through individuals who want to achieve their dreams."*

Each company in the network marketing/direct sales industry is likely to have their own mission statement that may easily be encompassed by the broader, industry mission; whether it's something like, *"Improving the world's health one person at a time."* or *"Changing the world one card at a time."* or *"To give unlimited opportunity to women."* In other words, the declared mission of successful network marketing companies is in alignment with the over all mission of the industry.

How does the mission of *your* business line up? Do you even have a clear, meaningful mission statement? If you haven't given this much thought, I highly recommend you consider doing so as soon as possible.

Becoming clear about what you're up to in your business can open you up to inspiration to take action that will move you in new directions. A direction that heads you firmly toward greater results.

It gives you focus, a target to shoot for and an opportunity to consider whether the action you're contemplating is in alignment with your mission or busy-work that has no affect on your bottom line.

I thought it would be fun to share the stated missions of a variety of companies. While you peruse these consider how well you feel each company you're familiar with reflects and stays true to it's mission. It's great food for thought when taking a look at your own.

The Elephant Sanctuary: *"A Natural-Habitat Refuge Where Sick, Old and Needy Elephants Can Once Again Walk The Earth In Peace and Dignity."* One powerful statement that evokes emotion and instant attachment to the cause of this organization.

Sun Microsystems: *"Solve complex network computing problems for governments, enterprises, and service providers."* A simple mission statement identifying who their market is and what they do.

Ben & Jerry's Ice Cream: A product mission stated as: *"To make, distribute & sell the finest quality all natural ice cream & euphoric concoctions with a continued commitment to incorporating wholesome, natural ingredients and promoting business practices that respect the Earth and the Environment."* This mission inspired Ben and Jerry to build a cause-related company.

Joe Boxer: *"JOE BOXER is dedicated to bringing new and creative ideas to the market place, both in our product offerings as well as our marketing events. We will continue to develop our unique brand positioning, to maintain and grow our solid brand recognition, and to adhere to high quality design standards. Because everyone wants to have fun everyday, JOE BOXER will continue to offer something for everyone with fun always in mind."*

Coca-cola: Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- * To refresh the world...*
- * To inspire moments of optimism and happiness...*
- * To create value and make a difference.*

Starbucks: The Starbucks Mission Statement is more than words on a piece of paper – it's the philosophy that guides how we do business every day.

The Starbucks Mission Statement -

Establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow. The following six guiding principles will help us measure the appropriateness of our decisions:

- * Provide a great work environment and treat each other with respect and dignity.
- * Embrace diversity as an essential component in the way we do business.
- * Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee.
- * Develop enthusiastically satisfied customers all of the time.
- * Contribute positively to our communities and our environment.
- * Recognize that profitability is essential to our future success.

Whether a simple, single statement or an entire list, there is always a mission driving a business. You can find more mission statements at www.MissionStatements.com

Remember... even if you don't have a formal statement declaring your mission... being clear about what you're up to is vital to the success of your business. Notice that case with JetBlue:

JetBlue trains from within, focusing on inspirational leadership. The company has no mission statement, and doesn't teach its crew members values.

Instead, **JetBlue** seeks crew members already implementing its five core values -- safety, caring, integrity, fun and passion.

"One of our values is fun," Adams said, "We're allowed to have fun, we're supposed to have fun, and that comes from the top."

Give it some thought... then come back to the magazine and share YOUR mission statement in your profile. You never know who may be served by that!

Thank you. A big part of my mission is to CELEBRATE someone tangibly every day. Here's to celebrating YOU!

--Mary K

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EXPECT MIRACLES!



The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!

— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammarskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the

joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."

— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations in partnership with TheMagicHappens.com, a magazine setting the tone for *thriving* in today's chaos and inviting people to embrace Financial Freedom with a [Home Business](#)!
