



Module 1 homework, Class 2018-1

Name _____ Dept _____

A **mission statement** explains the department's reason for existence. It:

- Describes the department, what it does, and its overall intention.
- Supports the vision and serves to communicate purpose and direction.
- Can change to reflect a department's priorities and methods to accomplish its vision.

A **vision statement** describes the department as it would appear in a future successful state. It:

- Is inspirational and aspirational.
- Creates a mental image of the future that the organization wishes to achieve.
- Should challenge and inspire members and employees.

A **values statement** describes what the organization believes in and how it will behave. It:

- Creates a moral compass for the department and its members.
- Establishes a standard against which actions can be assessed.
- Defines the deeply held beliefs and principles of the department's organizational culture.
- Lists core values that are shared and acted on by all members and leadership.

An **elevator speech** is a brief, persuasive speech that creates interest in what your organization does. It:

- Should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.
 - Identify your purpose -- what are you trying to say?
 - Explain what you do, what problems that you solve, and how you help people.
 - Explain what makes you, or your department, unique.
 - Engage With a Question – what do you want the listener to do?

Assignment

1. **Create a mission statement for your department.**
2. **Create a vision statement for your department.**
3. **Create a values statement for your department.**
4. **Crete an elevator speech for (a) yourself; and (b) your department.**
5. **Use the SWOT Matrix to list 3-5 Strengths, Weaknesses, Opportunities, and Threats for your dept.**
6. **Use the SMART model (Specific, Measureable, Achievable, Realistic, and Time-Sensitive) to create three SMART objective statements for your department.**

Assignments are due before the next class, April 27-29. When complete, e-mail your response to Gabi Glass, SFFMA at GGlass@sffma.org. If you have any questions or need help with your assignment, contact Mike Montgomery at 281-960-5004 or by e-mailing him at: msm.llc@att.net.