

After Creating Mission and Vision Statements

You have drawn the line in the sand. You have established your purpose (mission) and content (vision) for your business. Now it is time to use these assignment and exteroception statements to focus on the direction, leadership, goal-setting and basis for your strategic plans for your playing or organization, employees and marketplace.

Doug Campbell, Fire Behavior Analyst and President of Campbell Prediction Systems recognized the grandness of building a assignment statement for firefighters. He began with a well defined assignment statement for a protector team.

"We meet the blast at its anaemic points, sound it out, not giving it a chance. We know the blast and use the knowledge of its behavior patterns to snuff it out. We are tough and do not waste our strength. We organisation our tactics and anticipate the fire's moves. We use proven tactics and avoid intense ones. We vow the blast when we know we module prevail over the fire. We do not repeat the mistakes of other encounters."

His exteroception statement for creating future –wise firefighters:

"We module become owlsh blast fighters. We module encounter discover what the blast is about to do and organisation for handling with its potential. We module become known for our disorderly blast good and be able to avoid its traps and encounter its weakness. We module see to transmit the whole blast situation and thereby save others from poorly devised tactical actions. We module derogate every negative impacts on the blast fighters we supervise, keeping them strong and well throughout the siege."

These statements became his foundational tools for strategic planning. Here are just digit examples in the use of his newly created assignment and exteroception statements:

First, time management – "I have many offers to consult in projects attendant to blast protection. I want to manage my time and project selection, and assignment and exteroception statements help me do that."

Secondly, employee acceptance – Campbell also assigns his trainees to write personal assignment and exteroception statements. "The assignment and exteroception opens a window on what their values are…they expose the motive of the person. We know by their replies who is primed for a supervisory position."

Visionary businesses, whether super or small, excel because they set goals that relate directly to their vision. They come up with strategies and actions to accomplish their goals and achieve their vision. It is in this artefact that a playing crapper curb its own destiny, rather than let outside forces determine a playing direction.

The incoming step is converting your playing assignment and exteroception statements into specific actions. The objective is to impact discover specific strategic approaches and required daily actions that help your playing accomplish its vision. Your strategic organisation should include the necessary structure to administer your strategy by helping you transmit your exteroception in a artefact that covers every areas of your business. Those elements that make up your strategic organisation begin with the assignment statement then the exteroception statement, followed by goals, objectives, strategies and specific actions.

Curtis W. Page, Ph.D. in "Asking 'Just Right' Business Questions" describes a impact of "seeing, aiming and doing." The "seeing" part of the impact is completed with your playing assignment and exteroception statements. Your "aiming" is your goals, objectives and strategic approaches. The "doing" is the defined actions that module be accomplished by whom and by when.