

# Company Mission Statements: what's the point?

On a recent Internet trawl to see what other advertising and marketing companies were up to, I came across the following on one agency's landing page, under the tab "Our Mission". Here it is, just as I found it...

*"We will deliver fully managed and integrated business growth campaigns that start with a focused base camp to remove the clouds from our client's business growth mountain so they can clearly see the summit they need to aim for."*

As an experienced copywriter, the choice of words really intrigued me — but for all the wrong reasons. I'll try to tell you why.

I've always believed that for a Company Mission Statement to count for anything, it must believably go to the heart of an organization, clarifying what it stands for and why it exists, in as few words as possible. For me, this one does nothing of the sort. (And there's plenty more like that out there, believe me.)

The fact is, most agencies have a Mission Statement of some kind or other. And almost all are filled with empty platitudes or wordy jargon that's easily forgotten, misremembered or flatly ignored by staff, meaningless to prospective clients, and bear little relationship to how the company actually behaves and what it can deliver.

The point is, despite all of the above, I'm actually a great believer in Mission Statements — but only well constructed, meaningful, distinctive ones. But how can you find out if it's meaningful, rather than glib, empty nonsense?

Well, you could start by asking yourself what those words actually mean! And whether you can really deliver on what you're saying. Then definitely run it past your colleagues, with an open ear.

And the ultimate test? Imagine showing it to your mum (assuming she's not your company's CEO). Would *she* understand what it meant?

If it's thumbs up all round, you're in business (appropriately enough). Having said all that, it seems only right that we should offer up our Mission Statement for your scrutiny. So here it is:

**We create ideas that lead to measurable success.**

That's what we deliver.

And that's the point.