

## Why

People should feel ownership in relation to what they want/need to deliver to the company and should also be able to state what they expect from the company.

## What

A yearly mission statement about what I will deliver to the company and what I want to get from the company.

## How

As part of target-setting you can ask people to write a personal mission statement outlining:

What I want to deliver to the company in the coming year and what you can expect from me (in terms of job results, special projects, coaching of colleagues, improvement of the company, added value to the purpose of the company etc.).

What I expect from the company in relation to my work but also in relation to my purpose and situation in life.

## When

When you want to give people more responsibility and ownership in defining the value they want to deliver to the company and in stating their own needs and expectations of the company.

### Skills and necessary training

Write a mission statement yourself to serve as an example.  
Consult a colleague or HR for feedback.

### Possible workshop exercise

Write a mission statement and discuss it in groups of two or three. Reflect on the added value it could bring.

### Critical success factors

The statement must be real. This means that there has to be space for the mission statement to be real! E.g. it must be possible to write about how you feel and it must be possible to write about sensitive topics such as this year I want to do more this and less that, I want to learn this, I want to develop myself as a person etc.