



Mission

Mission is an expression of **meaning and purpose of the existence** of an organization. A statement of why the organization exists, what it wants to do, what it can do. The basic mission of every organization is to provide its customers either a service or sell them or otherwise provide its products.

Mission is necessary to explain and present to owners, customers and other interested parties. The mission should not be formulated in general, but specifically. It should be understood by all employees of the organization and ideally all staff should identify with it.

On the most general level, the mission of business organization can be expressed in words of Peter F. Drucker:

“When we want to know what the business really is, we must start from the purpose of its existence. This purpose shall be outside of the business itself. Truly it must lie in society since the organization is a body of the society. There is only one acceptable definition of the purpose of a business: it is to create a customer. “

Related terms and methods:

- › Objectives
- › Vision

Related management fields:

- › Organizational management
- › Planning
- › Strategic Management
- › Leadership & Communicating