

## *Team mission statement*

### **Why you do it**

The mission statement helps your team:

- Educate your manager and sponsor on the work you've done in your design foundation document
- Reach consensus on project aims, and specifically the design specifications
- Align objectives with those of manager and sponsors
- Focus initial planning on project
- Assure managers and sponsors that you understand your mandate, and the background needed for success.

In your academic coursework, instructors discuss assignments in class, explain them in detailed handouts or on a website, and assign similar projects each year. In industry, however, sponsors or managers often charge teams to accomplish a certain task without such explicit instructions. Managers may not know enough to provide this detail, or the situation may depend on an array of complex factors. From the manager's perspective, it is the team's responsibility sort through these details and complexities.

In the mission statement, your team will rearticulate its assignment (or mission) in order to clarify expectations, both between team members and between your team and your manager and stakeholders.

View annotated mission statement examples by consulting the [Team Mission Statement Accelerator](#). NOTE: This document will appear as a google document with embedded comments.

### **How to prepare the mission statement**

The mission statement is the first formal document that you sponsor will see. You will send your mission statement to you sponsor and get feedback prior to turning in your final draft and doing your project pitch. Your goal is to summarize your task—your mission as a team. Mission statements focus on introducing your team and the problems or needs that you plan to address.

Your mission statement will have two parts. The first document will be a one-page mission statement document that includes background on

- The overall purpose of your project and the problems it will address (Draw the Problem Statement from the Design Context Review section of the Design Foundation Document.)
- A statement of the project scope and a list of constraints or issues that the team must address (at a minimum, include the timeframe and budget)
- A list of milestones or products with tentative completion dates. Note that these milestones should be **project specific**—course deadlines or documentation deliverables **are not sufficient**. Consider the work you will be doing for FOSS and your prototyping goals.

In addition to the one-page mission statement, draft a cover letter/email message to project mentors and sponsors that will accompany your mission statement when you

send it to your sponsors to get feedback. If this is the FIRST time you have contacted your mentors you should explain who you are, what you are doing, and what you want them do. Within the cover letter and/or the mission statement itself, you should provide your team name, a list of team members, team contact information, and a list of team mentors/sponsors. This message should be only 2-3 very short paragraphs. If you have already met your mentor then you can be less formal about the cover letter.

### **How to revise the mission statement**

Remember that the purpose of the mission statement is to receive feedback and direction from your manager and sponsors. You should expect and welcome their insights. The more you can learn early in the project about what your stakeholders want you to achieve, the easier it will be to organize and plan your work. Do not simply incorporate what you perceive as wording changes or grammatical nitpicks. Think about the questions your manager raises about your document: How has your writing been perceived? Is it accurate? How can you better communicate your mission?