



## Communicating Your Company Mission and Goals

It is important to communicate your company mission and goals to employees. To get an assessment of their level of understanding, below are some questions to ask your employees.

1. Do you feel our organization is in line with the mission statement of our company:  
[Restate mission here]
2. In reviewing the [document name], do you think anything should be added or removed from this document, and if so why?
3. Do you feel the company vision adequately justifies/accommodates the current organizational structure? If not, how could the organizational structure be changed to better achieve the vision?
4. On a scale of 1 to 10, how would you rate your department in its accomplishment of these goals?
5. On a scale of 1 to 10, how would you rate the entire organization in its accomplishment of these goals?
6. Do you feel that your individual performance measurements are in line with the overall company mission and vision? If not, why and how would you change it?
7. Do you feel the company mission statement is adequate, and if not, why?
8. Do you feel there is a relationship between how well you perform individually and how aligned the company is with its goals and mission?

Even if all employees adequately understand the mission and goals of the company, there are other levels of communicating to consider. Beyond maintaining an effective communication between management and employees concerning the business plan, the next communication areas to address are general communication. In order to remain competitive in the marketplace and stay on mission, all personnel should have adequate means of communicating between themselves, and where appropriate, with customers and clients of the organization.

## Elements of Effective Communication

- Listen carefully - Nothing is worse than someone who only “gives” and never “takes.” This person will quickly be out of touch with the organization.
- Prepare to communicate - Communication works best when one takes the time to organize the communication using good verbal, written, and graphical means. This relates to formal presentations as well as casual conversations, where you would take the time to think before blurting out a response.
- Follow up in writing when appropriate - When critical communication elements have been transferred verbally, it is always a good idea to follow up with a written document summarizing the key elements of what was communicated.
- Encourage feedback - It helps to be receptive to the comments and ideas of others.
- Take notes on what others say - Time and time again, these notes will prove to be critical to improving the quality of a future transaction.
- Control the venue - If you can limit the distraction and provide a good environment for communication, it will facilitate the process.
- Learn to speak clearly and concisely - Form your words well and avoid jargon and cussing.
- Use effective body language - For example, smiling while you speak can make recipients more responsive and accommodating to your message.
- Avoid politics and religion - In business, these topics are usually best left out of the discourse.
- Stay on message - Avoid being too detailed lest you risk losing the audience.
- Use examples - Often, an example of what you are trying to communicate goes far beyond outlining a long-winded theory or extrapolating detailed definitions on a topic.