



Public Schools of North Carolina

# Avoiding Mission Creep

Planning Year Session I

Raleigh, NC

September 26, 2018

# Agenda

- Session Objectives
- Aligning on Mission
- Setting Mission-Based Goals
- Defining Mission Creep
- Avoiding Mission Creep



# Session Objectives

- Understand the link between the organizational mission and goals
- Identify the common causes of mission creep and how to avoid them



# Aligning on Mission

- Write down:
  - a. Your school's mission. (From memory!)
  - b. What it means to you.
- Your mission is the driving force of your entire organization



# Setting Mission-Based Goals

- Set aligned S.M.A.R.T. goals:
  - **Specific:** A specific goal has a much greater chance of being accomplished than a general goal.
  - **Measurable:** A clear criteria for measuring progress toward attainment of each goal set should be established.
  - **Attainable:** Goals that are important to the organization are easy to figure out how to make them come true.
  - **Realistic:** Realistic goals represent an objective toward which the organization is both willing and able to work.
  - **Time-Bound:** A goal should be time-bound. Deadlines too far in the future are easy to put off, goals set too close tend to be unrealistic and have little success.



# Defining Mission Creep

- What is mission creep?
  - Mission creep is when your organization expands its mission beyond the original goals that were set.
- Why should you avoid mission creep?
- How do you know when to adjust your mission?
  - There is a difference between mission creep and making strategic adaptations to a mission statement to evolve as needs change around us.



# Avoiding Mission Creep

- Be clear about your mission
- Let your mission guide your decision-making
- Leverage your people
- Learn to say “no”



# Avoiding Mission Creep

- Be clear about your mission
  - Make it clear and concise
  - Dedicate it to memory
  - State it at every board meeting
  - Make sure everyone understands it





# Avoiding Mission Creep

- Let it guide your decision-making
  - Stay laser-focused on mission
  - Filter all decisions through the mission
  - Always ensure alignment between decisions, goals, and mission



# Avoiding Mission Creep

- Leverage your people
  - Use your unique skills to reach your mission
  - Energize your teams and inspire your stakeholders
  - Get everyone behind the mission



# Avoiding Mission Creep

- Learn to say “no”
  - Not every great idea is best for your organization
  - Be very intentional about what you do and don’t do
  - Don’t try to do more than your mission



# Mission Creep vs. Mission Change

- How do you know when to adjust your mission?
  - Changes to your customers, environment, or purpose
  - Lack of clarity in mission
  - No longer reflects your organizational values and vision



# QUESTIONS?

