

# Discern the Mission to Determine the Impact



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## OUTCOMES

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- Discern quality mission statements
- Recite the importance of the “WHY” of a mission
- Examine a process to discern the impact of a mission statement

# DISCERN THE MISSION

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*discern (verb)*

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*discern (verb)*

*to see,  
recognize, or  
apprehend*

## DISCERN THE MISSION

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*discern (verb)*

*to see,  
recognize, or  
apprehend*

What do you see,  
recognize, or  
apprehend (**evidence**)  
that an organization is  
living out its mission?

## DISCERN THE MISSION

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Create and promote great-tasting, healthier, organic beverages


**Honest**<sup>®</sup>  
tea

## DISCERN THE MISSION

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Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them





What do you see, recognize or  
apprehend, as evidence, that this  
organization is living out its  
mission?



## DISCERN THE MISSION

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Bring humanity back to the skies




## DISCERN THE MISSION

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...prevents and alleviates human suffering  
in the face of emergencies by mobilizing  
the power of volunteers and the  
generosity of donors





What do you see, recognize or  
apprehend, as evidence, that this  
organization is living out its  
mission?

## DISCERN THE MISSION

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“To bring inspiration and innovation to every athlete\* in the world.”

*\*If you have a body, you are an athlete.*



# START WITH THE 'WHY'



## PURPOSE

*What is your cause?*

## PROCESS

*Specific action taken*

## RESULT

*What do you do?*

## START WITH THE “WHY”

What



Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them



Why



Create a better everyday life  
for the many people

# START WITH THE 'WHY'



## PURPOSE

*What is your cause?*

Create a better everyday life  
for the many people

## PROCESS

*Specific action taken*

Offer a wide range of well-designed, functional  
home furnishing products at prices so low that  
as many people as possible will be able to afford  
them

## RESULT

*What do you do?*

Daily work; strategic plan

START WITH THE 'WHY'



What are some ways to discern the impact of IKEA?

THINK – PAIR - SHARE

## PURPOSE

*What is your cause?*

Create a better everyday life for the many people

## PROCESS

*Specific action taken*

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## RESULT

*What do you do?*

Daily work; strategic plan

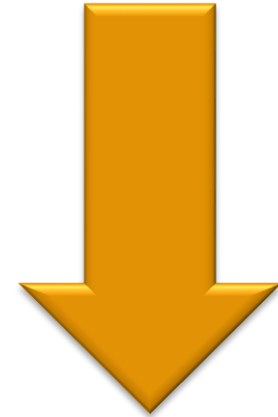


# ORGANIZATIONS: BY THE NUMBERS

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28%

Employees strongly agree with the statement, “I know what my company stands for and what makes our “brand” different from our competitors.”



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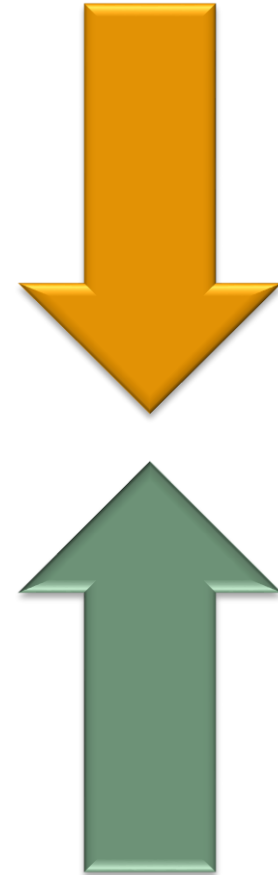
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47%

Highly engaged customers when an organization delivers on the promises of its mission



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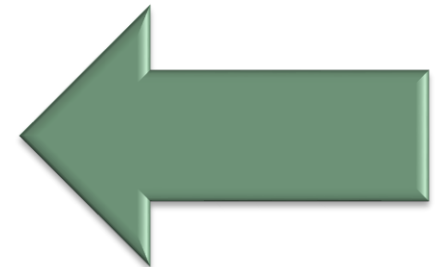
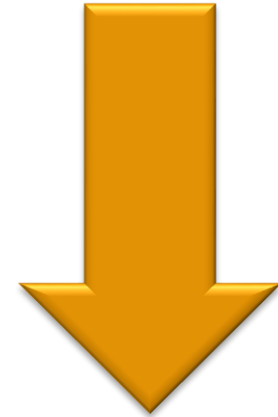
Employees strongly agree with the statement, “I know what my company stands for and what makes our “brand” different from our competitors.”

47%

Highly engaged customers when an organization delivers on the promises of its mission

68%

Highly engaged employees when an organization delivers on its “WHY”



## MARVIN'S MODEL

1. Form a group of three
2. Listen for the question
3. Think for 30 seconds
4. Each person responds  
(without further discussion)



ROWE ELEMENTARY

CHICAGO, ILLINOIS



ROWE ELEMENTARY

CHICAGO, ILLINOIS

96%

Minority

88%

Low Income

29%

ESL

10%

Student Disability



“WHY”

Change the future of  
Chicago’s children  
for generations to  
come

## Vision

Ensure that all scholars in grades K-8 are college and career ready



## Mission

Prepare students to succeed in and graduate from college

Cultivate the expectation and desire to go to college

Deliver rigorous academic instruction

Provide social and emotional support to students and families

## “WHY”

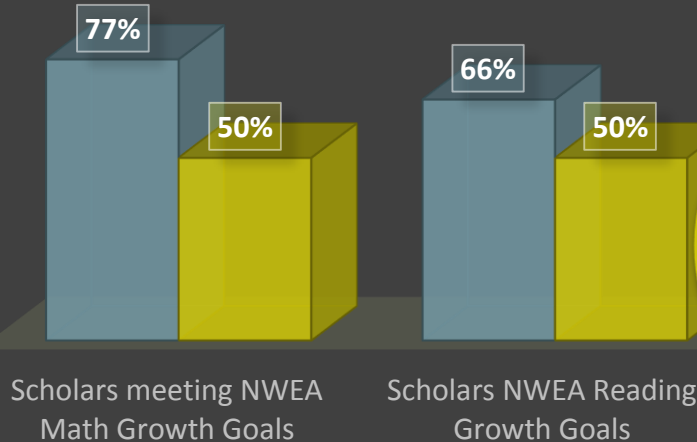
Change the future of Chicago’s children for generations to come



## DISCERN THE MISSION

## ROWE SCHOLARS OUTPERFORM NATIONAL READING AND MATH RESULTS

Rowe Scholars    National Average



✓ Rowe's middle school exceeds NWEA goals in both growth and attainment for reading and math

✓ 96% of current 5th grade scholars qualify for Chicago's selective enrollment high schools

✓ 95% of Rowe scholars are displaying expected/above average social-emotional growth

### Mission

Prepare students to succeed in college and graduate from college

Rowe Elementary School earned a 1+ rating, the highest possible rating given to Chicago Public Schools two years in a row

**Discern (verb)**  
to see, recognize,  
or apprehend

## DISCERN THE MISSION



How are you  
determining the  
impact of your  
mission?

## Discern the Mission to Determine the Impact

Discerning Your Mission Statement	Yes	No
The mission statement is a statement of the school's primary purpose		
The mission statement fits our current environment/population		
The mission statement is based on core competencies		
The mission statement is motivating and inspires employee commitment		
The mission statement is realistic		
The mission statement is specific, short, focused and memorable		
The mission statement is clearly understood		
The mission statement says what the school wants to be remembered for		

### Rowe Elementary Mission Statement

*Prepare students to succeed in  
and graduate from college*

### Your School's Mission Statement

What is some evidence you can provide?

	Area of the Mission	Basic	Strong	Exemplary
<b><i>Discern (verb) to see, recognize, or apprehend</i></b>	e.g. <i>Prepare students</i> What does it mean to "prepare?"	Expectation for college: Rigorous academics: Social / emotional support		
	e.g. <i>to succeed</i> What does "succeed" look like / sound like?	95% of students achieve one year of growth in reading and math  80% of eighth graders accepted to selective high schools	90% of students achieve 1.3 years of growth in reading and math  90% of eighth graders accepted to selective high schools	85 % of students achieve 1.5 years of growth in reading and math  98% of eighth graders accepted to selective high schools

## OUTCOMES

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## CONTACT INFO/QUESTIONS

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