

# inspero



Issue **10** of 2021!

In this issue:

QOTD  
E-motion Explored  
Mission Statements  
Calendar



What are you doing for Thanksgiving?  
An Attitude of Gratitude is sure to please.

This issue has all the usual suspects plus  
a segment on Mission Statements...with an  
activity for you and your team!

What would you like to see from us?  
How do you like the newsletter?

Please reach out through our website or email me  
directly: ([Jason@Insperoteam.com](mailto:Jason@Insperoteam.com)).

References for this issue:  
Webster's Dictionary  
Pexels  
Youtube

Have you taken the VIA Character Strengths survey yet? If not, you should ([viacharacter.org](http://viacharacter.org)). It's free and interesting. I have taken it 6 times over the last 12 years. Looking back on all those results reveals a lot of consistency. In 2013, "judgment" showed up in my top 5. At first, I was slightly embarrassed. I knee-jerked to thinking that meant I **was** judgmental. While it may or may not have been true, I felt a bit of shame at receiving that result.

E-motion explored: discerning

At that point I did a couple things. First, I thought a lot about whether I was judgmental towards others and realized I probably was. It was a time I was diving deep into critical thinking to the point I even started a podcast (prismpodcast) with a colleague to share all kinds of ideas about critical thinking. Had I become "judgy?"

Then I looked further at the VIA description of Judgment as a character strength. It was there I learned they describe it as: "Thinking things through and examining them from all sides; not jumping to conclusions; being able to change one's mind in light of evidence; weighing all evidence fairly." That brightened my day. The shame was gone. Now I was proud of my results. The psychology of my turnaround aside, the character strength of Judgment likely now leads to me being more aware when I have an emotion of Discernment.

discerning  
[də'sərnɪŋ]  
ADJECTIVE  
having or showing good judgment.



What do you think?

If you want to play along, head on over to [VIACharacter.org](http://VIACharacter.org) and take the free Character Strengths Survey. Email me your Top 5 and we can celebrate that now you know, and you too can start growing through your strengths.

"I don't mind being wrong, and I don't mind changing my mind."  
-Dr. Martin Seligman

*“Most corporate mission statements are worthless. They consist largely of pious platitudes such as: “We will hold ourselves to the highest standards of professionalism and ethical behavior.””*

Does that quote from Russ Ackoff in 1987 ring true for you? It sounds like ole Russ was fed up with Mission Statements that were not acted upon. We hear similar sentiments when we start the Mission Statement building process. There is a tendency to use too many cliché’s and fifty cent words to build a statement that doesn’t hold water. This idea was excellently satirized by none other than “Weird Al” Yankovic in [Mission Statement](#) from 2014.

Let’s skip the “pious platitudes” and create a Mission Statement that provides the Who, What, and How your organization will accomplish its Vision. The next page has a bit more and then an exercise for you...



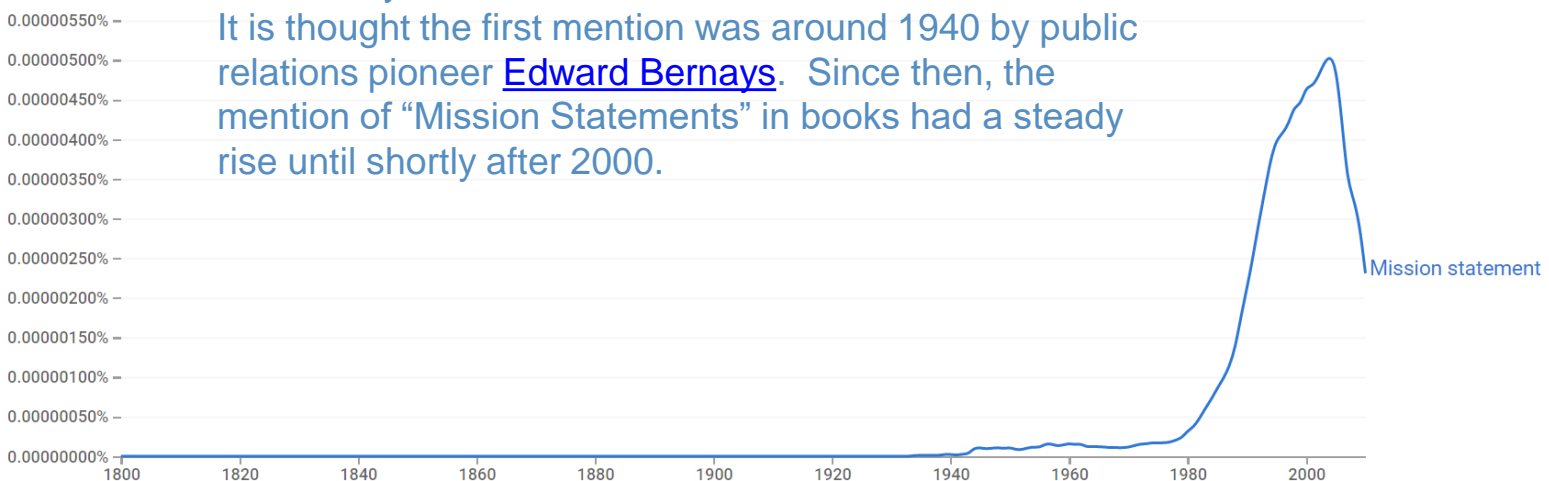
### Google Books Ngram Viewer

Q Mission statement X ?

1800 - 2010 English (2012) Case-Insensitive Smoothing

#### The history of Mission Statements:

It is thought the first mention was around 1940 by public relations pioneer [Edward Bernays](#). Since then, the mention of “Mission Statements” in books had a steady rise until shortly after 2000.



In 1974 Peter Drucker said, *“Defining the purpose and mission of the business is difficult, painful, and risky. But it alone enables a business to set objectives, to develop strategies, to concentrate its resources and to go to work. It alone enables a business to be managed for performance.”*

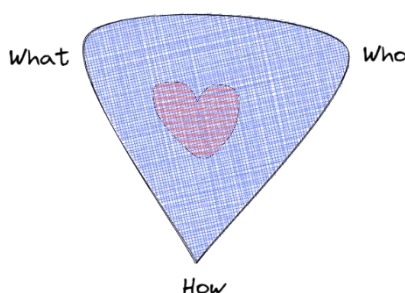
On the previous page we saw how Mission Statements may have been abused and misused. Now let's focus on Drucker's version of this game and look at the importance and value of a Mission Statement. The formulation of the Mission of an organization is one of the first things we work on in the strategic planning process. The process encourages team members to think about the possibilities that exist for the organization. Formulating the Mission requires answering four key questions:

What does the organization do; what customer needs or wants does it meet?

Who is the organization in business to serve?

How does it go about fulfilling these wants and needs?

Why does the organization exist?



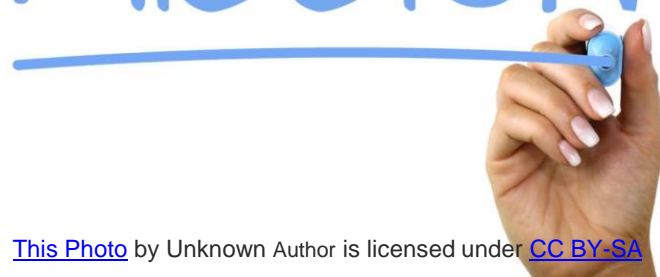
**What:** Your team must get clear about the needs that are met by your products and/or services. Here is where you will need to spend time learning about your customers needs and wants. In dentistry, do your patients want a cleaning or do they want a healthier smile? What implications exist for the answers to these questions? How can you best utilize your Core Competence to fulfill the needs of your target clients?

**Who:** Answers to the previous questions lead directly to input for this section. Define your customers and then keep going to determine your Target Market. This will allow you to refine your focus for branding, marketing, and the likelihood of success.

**How:** Now that you know What and Who the How will become easier. Will you provide online products or a high-touch personal experience? What are the Lines of Business (LOB) that will be required for you to fulfill your Vision?

**Why:** This is the overarching Purpose or reason for existence. Sure, you are in business to make money (most likely), but what is the deeper Why for you and your organization. This will serve as the glue for the Mission Statement.

MISSION



## Mission Statement Creation Exercise:

Print one copy of this page for each team member.

Everyone should complete each question. Once completed, each person shares their answers. Large groups may decide to complete this in small groups and then have groups present.

Once shared, look for themes, inconsistencies, and omissions.

Now, use the content to draft a Mission Statement. Don't forget to include your core competency into the mix.

1. What need or want do we meet for our customers?
2. What need or want should we meet for our customers?
3. Who are our customers?
4. Who Should be our customers?
5. How do we go about meeting this need or want?
6. How should we go about meeting this need or want?
7. Why do we exist? What do we contribute to our community or society?
8. Why should we exist? What should we contribute?

# where to find us:

A new New Patient Experience is planned for **April 1 + 2, 2022**. This will fill up fast so [reach out](#) now if you are interested!

## RLF&A Events:

**Advanced EI** – Thousand Oaks, CA.

November 12-13

**ASP** – Austin, TX

January 27-29, 2022

Check out

[frazeronline.com](http://frazeronline.com)

Jason will be speaking for the Chicago Dental Society Kenwood/Hyde Park affiliate on November 9th!

SIGN UP [HERE](#)



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