

# The Mission Statement Tree

**The leaves represent specific behaviors of employees in every section of every department as they work to achieve mission-driven goals and objectives.**

**The branches represent managers turning elements of the mission statement into specific goals and measurable objectives.**

**The living, growing tree represents the expression of the mission statement as seen in the performance of everyone throughout the organization.**

**The trunk represents the mission statement, which rises from the interaction of the seed and soil.**

**The roots are embedded and nourished by the soil:**

**The soil represents the constantly changing socio-economic climate and needs of the public.**

**The roots grow upward from a seed:**

**The seed represents the Vision and Values of the organization's founders and the lead-off top management.**

