Discussion# 9

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           The development of an appropriate mission statement is recognized as one of the first initiatives by the organization to achieve business objectives effectively and efficiently. The consideration of the mission statement is a necessary approach to successfully illustrate the organization’s culture to all employees (Harley-McClaskey, 2015). A suitable mission statement is also defined as the representation of business, products, services, employees, and potential customers. The higher management of corporate organizations needs to shape their mission statement with time to ensure the successful execution of the entire procedure.

The successful development and application of a mission statement are closely linked with the practical approach of buy-in in business. Active consideration of the buy-in domain in case of a mission statement makes it possible for all the employees to understand their roles and job tasks successfully. This form of assistance helps them to confidently embrace the organization's targets mentioned in the form of the company's mission statement. The adoption of a buy-in perspective in case of a mission statement is a vital step to align workers' performance and focus on business operations. This form of consideration on a prior basis is essential for business organizations to attain better forms of employees' engagement to meet business targets.

The goal of workers’ retention can also be successfully achieved through the consideration of the buy-in spectrum in the form of the mission statement. The specific feature of buy-in is characterized as the improved acceptance and commitment by the workers to attain the required form of course of action for the company. The agreement and acceptance by employees as important stakeholders are mandatory conditions to guarantees the improved performance level. Without the buy-in approach for employees, it is immensely difficult for the management to achieve desired corporate outcomes in the desired manner.

**Mission Statement of “Southwest Airlines”**

*“The mission of Southwest Airlines is a dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit*.*”*

**References**

Harley-McClaskey, D. (2015). *Developing Human Service Leaders*. Retrieved from https://books.google.com/books?id=Q1x2CwAAQBAJ