

STRATEGY AND CORPORATE DEVELOPMENT GROUP MISSION STATEMENTS

Sample Mission Statements Collected from Respondents to the Benchmarking Survey

Team Type	The Growth Champion	The Trusted Advisor	The Strategy Champion
Essence of the Approach	Develop transformative growth strategies for the organization.	Advise senior leaders on emerging strategic issues to drive better decisions.	Facilitate the development and implementation of winning growth strategies and strategic plans.
Example Mission Statements	<p>“All things growth”</p> <p>“Create value, transform, invest to grow.”</p> <p>“To develop the long-term path to profitable growth building from the business unit strategies, adjacent market expansion, and portfolio management”</p> <p>“To provide smart, integrated, executable strategies for the organization”</p>	<p>“To provide key insights that challenge and inform strategic decision making”</p> <p>“To help the organization make better, fact-based decisions in the areas of business selection, growth strategy, organizational alignment, and other key elements related to strategy execution”</p> <p>“To support our leadership team on strategic matters including mergers and acquisitions, strategic analysis, execution of our strategy, and program management for the implementation of our globalization strategy”</p> <p>“To provide research and high-level advisory direction to the board of directors, senior management, and business unit leadership of the company”</p>	<p>“To drive strategy development for profitable and sustainable growth”</p> <p>“To lead the strategic planning process with actionable intelligence and thought leadership, sparking conversation that results in long-term competitive advantage”</p> <p>“To catalyze the organization to achieve our vision and financial aspiration by focusing on quality, impact, and superior execution”</p> <p>“To facilitate the development and implementation of the strategic planning process and coordinate the flow of information among the various participants carrying out strategic planning activities”</p>

Source: CEB, Corporate Strategy Board, 2012.