



THE ACKERT ADVISORY

“... piloting becomes another matter when you apply it to vast streams like the Mississippi ...whose banks cave and change constantly... whose obstructions must be confronted without the aid of a single lighthouse or a single buoy?”

*—Mark Twain  
Life On The Mississippi*

**TODAY, MORE THAN EVER, AMERICAN  
BUSINESS IS LIKE THE MISSISSIPPI:  
FAST MOVING AND POWERFUL, EVER  
CHANGING, REFLECTIVE OF CONDITIONS,  
SOMETIMES BEAUTIFUL, OFTEN  
PERILOUS. BUT IT CAN BE, AND IS,  
MORE SUCCESSFULLY AND MORE  
PROFITABLY NAVIGATED WHEN THE  
PASSION AND PROMISE OF THE  
MISSION STATEMENT IS REALIZED.**

**OUR JOB IS TO HELP YOU PUT YOUR  
MISSION STATEMENT TO WORK.**

**IT'S THAT SIMPLE.**

Your mission. Your company. Aligned for success.



Your Mission Statement is a powerful statement of purpose, style and philosophy. It points the way toward your goals and then helps you steer the best course. Think about that, and these questions, for a moment:

*Do you know what your Mission Statement says?*

*Does it provide your business with clear direction?*

*Does your Mission Statement accurately reflect your business today?*

*Does your Mission Statement delineate your principles and core values?*

*Does your Mission Statement motivate action?*

*Do your staff and key employees buy into your Mission Statement?*



We believe that your Mission Statement is key to just about everything... from management to policy to external aesthetics to customer relations and all outbound communication.

Our goal is to harness its power and help you build a strong identity and a more consistent message to clients, staff and allies. We call it “Mission Infusion™” It’s a process that enables us to work hand-in-hand with our clients, to dig in and drill down so we can...



- Clarify and update your company's Mission Statement.
- Conduct internal and external Baseline Surveys to ascertain how your company is perceived by key clients, allies and employees.
- Examine company practices through the lens of the Mission Statement.
- Identify internal and external inconsistencies.
- Develop strategies and policies that close the gap between who the company says it is, what it is and how it operates.
- Develop and infuse mission-centric solutions.
- Conduct internal and external Exit Surveys to measure impact.

“... learn the shape of the river...learn it with such absolute certainty that you can always steer by the shape that’s in your head...”

*–Horace Bixby, a legendary Mississippi riverboat pilot to a young Sam Clemens (Mark Twain)*



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We look forward to meeting with you.