

“HOW TO” CREATE A MISSION STATEMENT with WELLNESS CENTER MEMBERS

Prepared for Bonita House Wellness Center Advisory Board

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Here are directions to help you create a Mission Statement with your Wellness Center members. This process is a Brainstorm that invites everyone to participate!! And helps everyone feel good about building the Wellness Center. This exercise is a good community builder.

## **I. Things to do before the day of the Mission Statement Brainstorm:**

Prepare Materials:

- *For Meeting Agreements.* Prepare flip chart. Write “Meeting Agreements” on top of the paper.
- *For Mission Statement Brainstorm.* Make four sets of flip charts. Put one Brainstorm Question at the top of each sheet. (For “What will our Wellness Center be like? write down the additional questions in smaller letters). Find a set of odorless colored markers.

Prepare your introduction for the “meeting agreements.” Write down notes that describe

- Why meeting agreements are important
- Meeting agreements that have worked in meetings you have attended.
- See last page of this document - *Useful Tools* -“Sample Meeting Agreements”

Prepare your introduction for the brainstorm. Write down notes about:

- A Wellness or Drop-In center visit you had that supported your personal recovery.
- What is a Wellness Center? (What makes wellness centers different from regular services?)

Reflect on the learning styles of your community members.

- *Our directions rely on ‘conversation’ to explore Wellness Centers. Another really great way to do this is to ask people to imagine the answer and draw pictures.*

Meeting Space and Time

- Visit the meeting room and set it up to encourage discussion (chairs in semi-circle)
- Decide where you want to stand and where the flip chart paper will go
- This meeting will take about three hours - plan how long you want each section to take and when folks get to take breaks.

## II. Steps to complete the Brainstorm:

### Step A: Meeting Agreements for the Brainstorm Discussion (see samples at end of document)

- Give an example of a meeting agreement that has worked for you.
- Ask folks to “popcorn” why agreements are important. (give them an example if they are quiet)
- Let folks know that you want to write down about five agreements that are important to people in the room. Ask folks to popcorn the agreements they want for today’s brainstorm.

### Step B: Offer Your Introduction to the Exercise

Share a few of your thoughts about Wellness Centers, and what makes Wellness Centers different from regular services. Ask folks to “popcorn” talking about their experience with drop-in or wellness centers. What worked? What did they want to see more of?

### Step C: Brainstorm and Write-down Answers to Four Questions

Here are directions for what you should do to help the group answer each question.

- ❖ Question #1: What is our Wellness Center’s purpose?
  - Make sure everyone understands the exercise. Give one example of a wellness center you went to and give one answer to the question. Ask them to think about wellness or drop-in centers they have been to and “popcorn” a few answers.
  - Give everyone directions to complete the exercise. Break everyone up in teams of two or three to brainstorm. Give them up to 10 minutes. Ask them to write their answers on the flip chart when they are done.
  - Read the results out loud. Ask if the group wants to add anything.
- ❖ Question #2: What are our Wellness Center’s values?
  - Make sure everyone understands the exercise. Talk about the Wellness Center you went to and state one value that it held. Ask them to think about wellness or drop-in centers they have been to and “popcorn” a few answers.
  - Give everyone directions to complete the exercise. Break everyone up in teams of two or three to brainstorm. Give them up to 10 minutes. Ask them to write their answers on the flip chart when they are done.
  - Read the results out loud. Ask if the group wants to add anything.

- ❖ Question #3: In two years, what will our Wellness Center be like?
  - Make sure everyone understands the exercise. Talk about the Wellness Center you went to and describe what you loved about it. Ask them to reflect on wellness or drop in centers they have been to and “popcorn” a few answers. Read out loud the questions that will help them create their answers:
    - When you walk in what will you see, what will you hear? What kinds of activities will we offer? How will we manage day to day business? What will clients say about us? What will families say about us? What will providers say about us?
  - Give everyone directions to complete the exercise. Break everyone up in teams of two or three to brainstorm. Give them up to 10 minutes. Ask them to write their answers on the flip chart when they are done.
  - Read the results out loud. Ask if the group wants to add anything.
  
- ❖ Question #4: Who will come to receive services and supports here?
  - Make sure everyone understands the exercise. Talk about the Wellness Center you have been to. Describe the kinds of people who came in. Describe something important you learned there that supported your wellness. Ask them to reflect on wellness or drop in centers they have been to and “popcorn” a few answers.
  - Give everyone directions to complete the exercise. Do a group “popcorn” with this step. You write down answers on the flip chart as people come up with them.
  - Read the results out loud. Ask if the group wants to add anything.

**Step D: What to do Next:**

Let folks know that you will write-up results and meet with them the next week to discuss their Mission Statement. Set a date and time for that meeting. Thank everyone and do a round of applause.

The next step for the meeting facilitator is to come up with a process to condense the responses down to a concise mission statement to bring back to the group at the next meeting. See the next set of “How To” for how to do this.

## Useful Tools

### I. Using the Brainstorm Questions to Create the Mission Statement

A Mission statement created with Wellness Center members has three sections. The chart below suggests the next step after you complete the “brainstorm” meeting. Here is how each of the brainstorm questions fits into the mission statement:

| Mission Statement Section  | Brainstorm Question                                                                  |
|----------------------------|--------------------------------------------------------------------------------------|
| I. We believe in...        | What is our Wellness Center’s purpose?<br><br>What are our Wellness Center’s values? |
| II. We are committed to... | In two years, what will our Wellness Center be like?...                              |
| III. We welcome.....       | Who will come to receive services and support here?                                  |

### II. Some Sample “Meeting Agreements:”

- *Have Fun*
- *Passionate Ideas Held Lightly*
- *Listen Well*
- *Have Courage to Share Ideas*
- *Step Up (if it is harder for you to talk during meeting) – Step Back (if it is easy for you to talk during meetings)*
- *Remember to Speak Up (after someone else is done talking)*