



Developing a Credo Statement for your Organization

What is a Credo Statement?

A credo statement is a short written expression outlining the convictions, goals, responsibilities, and philosophy of an organization. A credo should be composed to instill pride and common purpose within the organization, while also generating comprehension and interest to outside audiences. *The credo is the philosophical hub around which the organization revolves.*

How Do I Create a Credo?

Begin by assembling a small group of individuals, people who take pride in the organization. Meet around a table, and begin by spending about five minutes to brainstorm *individually* on scraps of paper, listing the elements people feel should be part of the organization's credo statement (basic philosophies, core values, fact lists, achievements, pride, etc.). When finished, present the individual ideas to one another. Then as a group, select the best and most compelling features for inclusion in the credo statement, and create a first draft mock-up of the credo card. Pass the mock-up around to stakeholders, get feedback, then create a final version of the credo statement for distribution.

The mood and mind-set of the individuals involved in the process is critical to the creation of a credo statement which will be utilized and respected. A successful credo statement must evolve from organizational pride, not from a mandatory assignment.

How Do We Disseminate Our Credo?

The primary purpose of the credo statement is to create a simple "intra-office" reminder of organizational convictions, goals, responsibilities, and philosophy. And although the primary purpose of the credo is to be an easily-referenced guide to keep an organization professional, on course, and on the same message, the credo statement will also be a handy device to present to the public as a way to quickly and clearly communicate organizational values. *Both audiences, internal and external, will benefit from access to your credo statement.* Consider these methods of dissemination...

- 1 The **credo card** is arguably the most effective method of credo dissemination. All persons associated with your organization should carry a credo card, understand the value of its contents, and champion the cause. Every company inquiry—on duty or off—becomes an opportunity for you and your colleagues to present important organizational aims, demonstrate consistency of thought, and be a source of pride.
- 2 The **credo statement on the web**. Your credo should be part of your web site for easy reference. (Sort of a no-brainer, but important.)
- 3 In the end, the **credo in mind** is the most important location for the credo statement. Work hard to instill the credo as a permanent, compelling idea in the minds of all people involved internally, and in your external audiences. *The real goal is to be remembered.*

credo: noun

krēdō; krādōl (pl. -dos)

A statement of the beliefs or aims that guides someone's actions.

THE CREDO ON A CARD

A WALLET-SIZED, (USUALLY) SIX-PANEL PRINTED CARD FOR POCKET OR WALLET.

1



In addition to the Credo Statement, a credo card may also contain the Mission Statement, Vision Statement, Operating Objective, the organization's purpose, etc.

THE CREDO ONLINE

FOR GREATER AWARENESS AND UNDERSTANDING, YOUR CREDO SHOULD BE EASILY ACCESSIBLE.

2



Not too loud or braggish. Just an understated tab or button taking the visitor to the "Our Credo" page is all that is needed.

THE CREDO IN MIND

YOUR CREDO MUST BE SIMPLE ENOUGH FOR STAKEHOLDERS TO EASILY REMEMBER.

3



Remember: If the credo statement is too long, it will not be remembered.