**Jerry McGuire Rethinks the Strategy and Mission of His Firm**

**Mission statement, organizational purpose, focus, strategy**

Description: In this clip from the movie Jerry McGuire, Jerry McGuire rethinks his company’s strategy and develops a mission statement for how he thinks the firm needs to move forward in the future. He believes that in the quest to succeed, the company has lost sight of its core purpose. As he writes the new mission statement discussing the purpose of the organization, he gets excited about his organization once more.

Please share your thoughts on the following issues as you watch a clip from the movie *Jerry McGuire*. This clip shows Jerry McGuire rethinking his company’s strategy and developing a mission statement for how he thinks the firm needs to move forward in the future.

*Use with:* <https://www.youtube.com/watch?v=zDbV2-tZgbg>

1. In a nutshell, what strategy does Jerry McGuire recommend his company pursue?
2. How does Jerry McGuire define the organization’s purpose as he writes the mission statement?
3. How does writing a mission statement inspire Jerry McGuire to ask basic questions about his organization’s purpose?
4. How does Jerry McGuire assess the current situation of his company?
5. Describe the gap between the current position of Jerry McGuire’s company and his goals. What does he suggest doing to eliminate this gap?