

# Dogbert's Mission Statement Generator shows the way

## Web site ridicules growing corporate fad

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Sometimes it takes a cartoon dog to show you the way in the corporate world.

With the help of Dogbert, the beloved pet-cum-consultant to the comic strips' corporate guru Dilbert, paper-pushers assigned to writing a company's statement of purpose may get some relief.

Let's say you've just been pulled out of your cubicle to join a team of co-workers assigned to redefine your company's mission statement. You must concoct a concise pronouncement that describes your corporation's overriding objective.

The trouble is, nobody on the team seems to know the company's purpose. Last year's statement lies forgotten on the bulletin board. Nobody in the office seems to read it, much less remember it. Everybody just works there.

Don't fret — there is now a place on the Internet where your team can come up with an appropriately vague yet professional-sounding mission statement that won't come back to haunt you. Coming up with a proclamation is now easier with Dogbert's Mission Statement Generator.

David Youd, a computer programmer at Lawrence Livermore Laboratory, created the generator designed to give upper management what it's looking for. The generator is featured on the Dilbert Zone, a

Web site dedicated to the absurdities of the corporate world.

"It's kind of like the magic eight ball of the corporate world," Youd says.

The generator randomly selects adverbs, verbs, adjectives and nouns, then tosses them together to come up with "trillions of combinations," Youd said.

Corporate buzzwords like "synergistically," "revolutionize," "infrastructure" and "meta-services" are part of the generator's vocabulary.

Thrown together, it makes a whole lot of nothing that usually sounds something like:

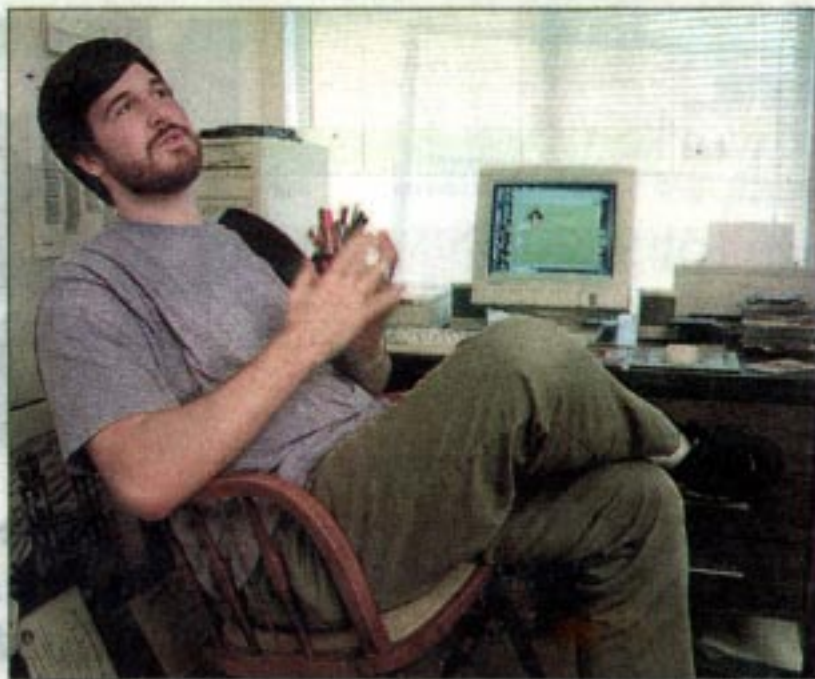
"It is our mission to globally initiate low-risk high yield products and synergistically utilize unique deliverables for 100 percent customer satisfaction."

Or:  
"Our mission is to enthusiastically enhance diverse products in order that we may continually create emerging paradigms while promoting personal employee growth."

"It's meant to show how much you can say without saying anything at all," Youd said.

Since the generator joined the other features on the Dilbert Zone Web page, Youd said he's received an overwhelming response from those who have at one time or another had to deal with vacuous mission statements.

"I can't believe how much people



KENDRA LUCK/TIMES

**COMPUTER PROGRAMMER** David Youd of Livermore designed a Web site that creates humorous corporate mission statements. The site has been linked to the Dilbert Zone site.

identify with it," Youd said.

Scott Adams, the creator of Dilbert and a Blackhawk resident, put Youd's invention on Dilbert Zone in late November. It was a management decision in the flavor of corporate guidelines.

"We're always looking for ways for increasing entertainment value without spending a lot of money," Adams said.

Dilbert's creator got several of-

fers for features similar to Youd's. He said he is always open to suggestions.

"Anything which helps mock the silliness of management is a good thing," Adams said.

But mission statements are serious business.

Tanya Singley is a management consultant who conducts workshops throughout the country on how to make effective mission statements.

With more companies going online, Singley says mission statements are becoming a fad. She uses Youd's Mission Statement Generator to show companies how not to do it.

"David's generator is the perfect tool for a company that's riding the fad," Singley said. "Mission statements are often crammed full of terminology that is not meaningful."

But she insists if done properly, they can be effective business tools.

Youd agreed with Singley — sort of:

"Sure, they have a legitimate place," Youd said. "They are a great source of humor and easy targets."

Dogbert's Mission Statement Generator can be found on the Dilbert Zone Center for Duhcision Making at <http://www.unitedmedia.com/comics/dilbert/duh>

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