

# Smart companies hire people who don't believe in their mission

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In modern-day management, there's a whole lot of [hoopla around mission statements](#). Your mission should sit alongside unique values (see [Mark Zuckerberg's tips on that](#)) that together offer a vision for a world changed, however narrowly, by whatever your company makes, sells, or promises.

Believing in a mission is insufficient nowadays. Your employees (each and every one of them!) should ingest, live, and breathe said mission—preferably so much so that given one year left to live, they would choose to spend it working at your company, as [Airbnb CEO Brian Chesky has suggested](#). If your mission fails, you fail. And if an employee doesn't rally around your mission, they'll hold you back.

Not so fast, says [Adam Grant](#), the organizational psychologist and Wharton professor, and author of [Originals: How Non-Conformists Rule the World](#).