

MISSION STATEMENT TEMPLATE

An Interactive Workbook Designed to
Help You Craft the Best Mission
Statement for Your Business

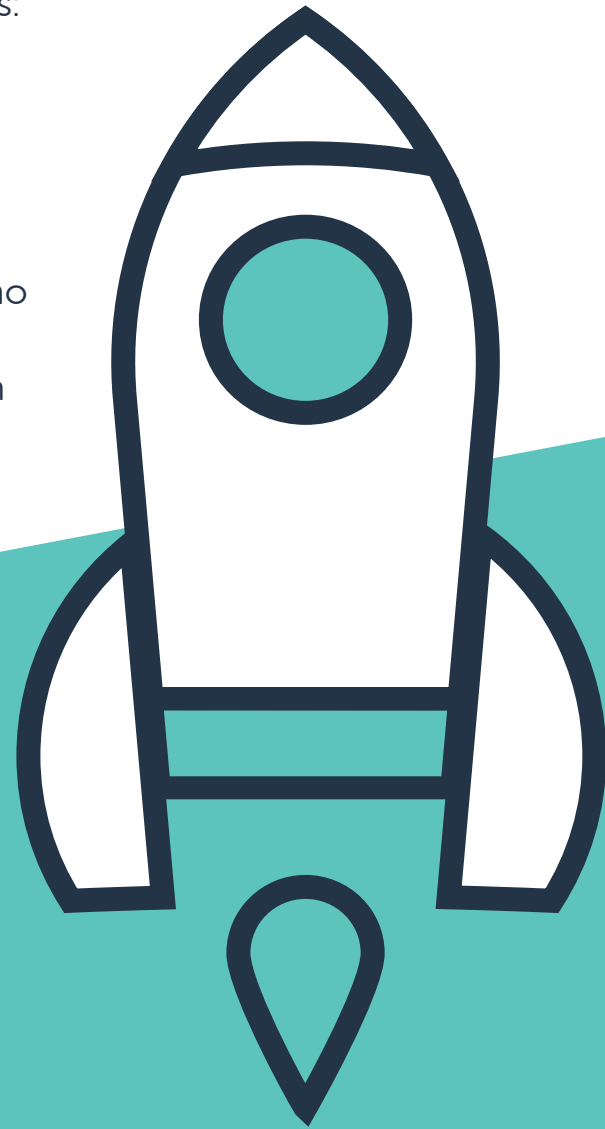


What Is a Mission Statement?

A mission statement is a formal summary that explains:

- What your business does
- How you do it
- Why you do it

A mission statement should be a snapshot view of who you are as a company. It can help convey your brand to other individuals and businesses and educate them about your goals.



A well written statement is:

Concise

A good statement can get its point across in one or two sentences.

Outcome-Oriented

A well written statement will explain the basic outcome that your organization is working to achieve.

Inclusive

Great mission statements don't limit the strategies or sectors of your community that may become involved in your mission.



Mission Statement Inspiration

Here are some examples of well-known businesses that created strong, impactful mission statements for their brand.



"Our mission is to empower every person and every organization on the planet to achieve more."



"To move the web forward and give web designers and developers the best tools and services in the world."



"To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and actions."

WARBY PARKER

"To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses."



"To become the number 1 fashion destination for 20-somethings globally."



"To help humanity thrive by enabling all teams to work together effortlessly."



"Our mission is to unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."

Your Mission Statement

The Writing Process

Now comes the time for you to begin to write your own mission statement that will represent your business's goals and aspirations. Complete the following workbook to help you ideate what you want your mission statement to say.

Why are you in business?

Who are your customers?

What makes you stand out from your competition?

What's your brand's public image, or how do you want your brand to be known?

Putting It All Together

Your final statement should encompass the three characteristics of a great mission statement – concise, goal-oriented, and inclusive. Once you’ve done your research, your team should work together to distill all of the information into a concise description of who you are, what you do, and why you do it.

Draft and redraft your mission statement until you find the perfect wording to describe who your company is. Great mission statements aren’t just written in a day; it takes time, experience, and trial and error to create a mission statement that epitomizes your brand.

Remember that your mission statement is meant to inspire your team, define your brand, and act as a roadmap for the growth of your business.



Your Final Mission Statement
