



## Mission Statements Provide Direction

A mission statement describes how you plan on achieving your goals and why your business exists. It is a short meaningful phrase or bullet points that summarize the organization's purpose.

## Creating a Mission Statement

Formulate your mission by using the following questions as a guideline:

What is our main purpose, why do we exist?

What problems do we seek to solve?

Why do these problems need to be addressed?

How do we plan on solving these problems?

Do we have the potential to address these problems?

What value do we bring?

# Writing Your Statement

A mission statement expresses the purpose of the organization. Whether the organization is for-profit or nonprofit, the mission statement identifies the goods or services the organization provides and will provide.

Draft #1

Draft #2

Draft #3

## Mission Statement

Once you have written your statement get feedback from internal and external sources to ensure it accurately reflects your business and what it wants to achieve.