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THE MISSION-ALIGNED PRIORITIES
WORKSHOP

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WELCOME TO THE WORKSHOP

Designed by EMUNAH’s team of Organizational Psychologists, this professional resource delivers proven frameworks, performance insights, and applied strategies used by high-performing entrepreneurs.

Each issue is crafted to give you a competitive edge — equipping you to lead smarter, operate sharper, and outperform the market.

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INTRODUCTION

Welcome to **Mission-Aligned Priorities**, a workshop designed to help you anchor every decision, goal, and action to the purpose that defines your business.

Running a small business can often feel like spinning plates — managing customers, operations, finances, and people all at once. In the rush of daily tasks, it's easy to lose sight of why your business exists in the first place. Yet, lasting success is built on clarity — clarity of mission, direction, and purpose.

This workshop introduces the **Mission-to-Goals Alignment Model**, a simple yet powerful framework for transforming your mission statement into actionable priorities. You'll learn how to clarify your business's purpose, identify the goals that serve it best, and focus your time and energy on the actions that truly move the needle.

Whether you're re-centering your business after a season of change, leading a growing team, or planning your next quarter, this workshop will equip you to lead with direction, confidence, and alignment.

UNDERSTANDING ALIGNMENT

Mission alignment means ensuring that everything your business does — from setting goals to assigning tasks — connects back to your core purpose. Without alignment, even the best ideas can scatter your focus and weaken your results. With alignment, every effort compounds, driving both impact and sustainability.

The Mission-to-Goals Alignment Model helps you bring your purpose to life through three clear steps:

Step 1: Clarify Your Mission

*Start by revisiting the **why** behind your business. What value do you bring to your customers and community beyond profit? A well-defined mission gives direction to every strategy and creates a shared sense of meaning among your team.*

Step 2: Brainstorm Goals

*Translate your mission into tangible objectives that create movement. Ask, "If our mission is our compass, what goals will take us closer to it?" Every goal should pass through the mission filter — **if it doesn't serve your mission, it doesn't make the list.***

Step 3: Prioritize for Action

*From your brainstorm, select the **three** goals that matter most right now. Rank them by impact and urgency. These are your mission-aligned priorities — the actions that will bring the greatest return on your effort.*

This model ensures that every initiative has a clear purpose, keeping your business proactive instead of reactive. By connecting your long-term mission to short-term action, you create focus, consistency, and measurable progress.

FIGURE 1.
MISSION-TO-GOAL
ALIGNMENT
MODEL



NOTES & IMPRESSIONS:

**BUSINESS
RELEVANCE**

For small businesses, mission alignment is strategic clarity in motion. When every goal and action supports your mission, your team’s efforts become cohesive and efficient. Without it, even the most well-intentioned work can lead to wasted time, confusion, and burnout. By anchoring your goals to your mission:

You create a decision filter.

Every idea and opportunity can be tested by asking, “Does this serve our mission?”

You keep your team focused.

Aligned goals prevent distractions and unify everyone around what matters most.

You communicate purpose clearly.

Both internally and externally, a mission-driven approach strengthens trust and credibility.

You build long-term momentum.

Each mission-aligned decision compounds, strengthening your culture and positioning your business for sustained growth.

Mission alignment bridges the gap between vision and execution — helping you stay focused on purpose while navigating the realities of daily operations.

**WORKSHEET
APPLICATION**

The accompanying worksheet walks you through each stage of the Mission-to-Goals Alignment Model. Use it individually or as a team to define your mission and set three actionable goals that align with it.

**STEP 1:
CLARIFY YOUR
MISSION**

Your mission statement should answer:

Why does your business exist beyond profit?

Who do you serve?

How do you create value for your customers or community?

Now, pull it all together to draft a mission statement below:

**STEP 2:
BRAINSTORM
GOALS**

*List as many goals as possible that could advance your mission in the next 90 days.
(Use your mission as a filter—if it doesn't serve your mission, it doesn't make the list.)*

1.

2.

3.

4.

5.

**STEP 3:
PRIORITIZE FOR
ACTION**

Choose your top three goals and refine them as SMART Goals (Specific, Measurable, Achievable, Relevant, Time-bound). Then, note how each supports your mission.

SMART Goal Statement:

How this connects to our mission:

SMART Goal Statement:

How this connects to our mission:

SMART Goal Statement:

How this connects to our mission:

**STEP 4:
ACCOUNTABILITY
& FOLLOW-UP**

Assign ownership for each goal and determine when progress will be reviewed.

Goal	Owner	Check-In Date	Notes

Review this worksheet at the start of every quarter to set new priorities and track ongoing alignment.

**CONCLUSION
& REFLECTION**

Mission alignment is what turns intention into direction. When every goal and task reflects your purpose, your business moves with clarity, consistency, and conviction. It's no longer about juggling what's urgent — it's about advancing what truly matters.

Through this workshop, you've defined your mission, identified what success looks like, and created a set of goals that align with your purpose. Each one represents a step toward a business that's not only productive, but principled — built on values that resonate through every decision.

Remember, alignment isn't achieved once — it's maintained. Revisit your mission regularly, especially when you're setting new goals, hiring team members, or pursuing new opportunities. Let it act as your compass, ensuring that growth never comes at the cost of direction.

Use the reflection questions below to deepen your application and keep alignment alive in your business:

- *Does every goal we've set clearly serve our mission?*
- *What areas of our business currently feel out of alignment, and why?*
- *How can I communicate our mission and top priorities to my team more effectively?*
- *When will I schedule our next mission review or quarterly reset?*

A clear mission gives meaning to motion. When your purpose leads your priorities, growth becomes intentional — and every win builds something that lasts.

ADDITIONAL NOTES & IMPRESSIONS:
