

STRATEGIC PLANNING

Mission Statement Worksheet



A mission statement is a concise overview about your company’s goals, values, and objectives of the organization. It helps a company forge a united front in terms of mindset and operations. It also serves as guidance on how a company will make decisions and respond to change. This statement helps leadership, employees and customers understand your company’s top priorities.

Our Mission is

“to _____”
insert your verb in the present tense...
“create, make, build...”

Define who you conduct your business for. Our customers, our clients, our buyers...

The benefit or result of working with you. “resulting in successful, on-time delivery.”

What you do, and how you do it.
“By building the fastest drones using innovative technology and tracking systems.”

Combine the above into one concise Mission Statement

Mission Statement Example: Our mission is to make our customers successful by offering the fastest delivery using drones built with the most innovative acceleration capabilities and tracking technology.