

MISSION STATEMENT WORKSHEET

Blurb and Goal of this Exercise:

A good mission statement describes what a company/organization does (purpose), why it does what it does (reason for existence), and how it does what it does (real life application) in a clear and concise manner.

Instructions:

1. To compose your mission statement, ask yourself and your team these questions and jot down the answers, keywords, common themes on a whiteboard / piece of paper / post-its / vision board:

What is our overarching purpose as a company?

.....
.....
.....
.....
.....

What is the essence of what we are trying to achieve?

.....
.....
.....
.....
.....



Leadrise Coaching

by Merve Kagitci Hokamp

How are we achieving our purpose?

.....

.....

.....

.....

.....

How are we adding value to the world?

.....

.....

.....

.....

.....

Why do we exist?

.....

.....

.....

.....

.....

Why are we unique?

.....



Leadrise Coaching

by Merve Kagitci Hokamp

.....
.....
.....
.....

Mission Statement Keywords

.....
.....
.....
.....

Mission Statement Phrases

.....
.....
.....
.....

- 2. Use the thought bubbles above to construct a succinct, well-articulated, inspirational mission statement.

Final Mission Statement

.....
.....
.....