

## Crafting A Mission Statement

### A Mission Statement Addresses 3 Key Areas About the Organization:

- What does the business do (and for whom)?
- How does it do it?
- Why does it do it?

“Our mission is to \_\_\_\_\_ by \_\_\_\_\_.  
We are committed to \_\_\_\_\_ and are  
dedicated to \_\_\_\_\_.”

### Examples

“Inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

“To bring inspiration and innovation to every athlete in the world.”

“To care for its customers and be there during their time of need, protecting their way of life, dreams and families, while also supporting the farmers who put food on the table. “

Fill in the blanks on the next page to craft your mission statement.

# Crafting A Mission Statement

## 1. The purpose of our organization

What is the reason this company exists? What need does this business fulfill?

**Our mission is to** \_\_\_\_\_

## 2. How do we achieve this goal?

Describe the actions, activities, processes, strategies we use to fulfill the purpose.

**by** \_\_\_\_\_.

## 3. What guides our activities?

What core values do we follow to stay true to our purpose? How do we conduct ourselves in our daily work to accomplish our goals?

**We are committed to** \_\_\_\_\_

## 4. What is the impact we want to achieve?

How do we measure success? What outcomes do we want to see from our business and our activities?

**And dedicated to** \_\_\_\_\_.