

DEVELOPING A MISSION STATEMENT

A mission statement can help your team, group or organization anchor itself with the values you share. It defines why you do what you do — your purpose. A well-developed mission statement is brief and to the point, absent of flowery language or jargon. When developed carefully and with consensus, a mission statement can also keep your group focused — regardless of its size.

Answer these questions to find details and structure for your mission statement.

Where is our company or organization now and what key trends will affect our success in the future?	
What will success look like ten years in the future?	
What do you do?	
For whom do we do it?	
What is the benefit of our work?	



Draft mission statements

What are some possible mission statements?

Draft mission statements	1.
	2.
	3.
	4.
	5.

Review the draft mission statements

For each statement: identify what you like about it, ways to improve it, and how it compares to the checkpoint questions.

Checkpoint Questions	Y or N
Does the mission statement broadly describe what you do, for whom you do it, and the benefit?	
Does the mission statement indicate the industry or market that the organization serves?	
Does the mission statement contain enough specificity to distinguish this organization's mission from that of other organizations in the same industry?	

Select a draft mission statement to further refine

Select one mission statement to develop further.

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Perform a final quality check

Bring your team together to review the various draft mission statement and select one to refine. Use this time to identify what you like about it, ways to improve it, and how it compares to the checkpoint questions.

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