

# Mission Statement Template

Fill out the 8 steps below to help formulate a powerful mission statement.



## Part I: Preparation

1. What does your company do? \_\_\_\_\_

2. What is the purpose of your company? \_\_\_\_\_

3. Why is your work important? \_\_\_\_\_

4. What goals do you have for your business? \_\_\_\_\_

5. What are your business' core values? \_\_\_\_\_



## Part II: Ideation

6. Jot down any words from above that recur or stand out to you: \_\_\_\_\_

7. Use the info above to write 3-5 different options:

**Option 1:** \_\_\_\_\_



## Part II: Continued

**Option 2:**

**Option 3:**

**Option 4:**

**Option 5:**



## Part III: Finalization

8. Pull out the best of your statements from step 7 to create one that encapsulates it all. Once complete, try having a trusted party review it.

**Mission statement:**