

MISSION STATEMENT

Worksheet

What is a Mission Statement?

A mission statement serves as a guide for making decisions. It will focus your choices on purpose, values, and goals. While there is no right or wrong way to draft a mission statement, they typically contain three parts. First, a statement of mission or purpose. Second, a statement of core values that shape behavior. And, third, a statement of goals or desired results.

Your mission statement should be personally meaningful, it doesn't matter if no one else understands it. It can be a single line or an entire document. Make it meaningful, personal, compelling, and memorable.

Follow the process below completing each activity to create your shared mission statement. This tool can also be used to create an individual mission statement.

STEPS	GUIDING ACTIVITIES	YOUR ANSWERS AND IDEAS
1. ASK QUESTIONS	Identify what values you hold, what are you interested in creating, who you aim to support, and areas of life you find most purposeful.	
	If you are having a hard time identifying these things, try written a descriptive paragraph about your life focusing only on the good things that you value and appreciate about it.	
2. MIND MAP	Using a blank sheet of paper, start to map out the inspiring ideas, words and phrases from the answers in step one. Draw connections from ideas to new ideas.	

STEPS	GUIDING ACTIVITIES	YOUR ANSWERS AND IDEAS
3. DISCUSS IDEAS AND KEYWORDS	Discuss the ideas and keywords that resonate most with you. Then, start to curate the essential thoughts and keywords from your discussion.	
4. DRAFT MISSION STATEMENTS	Begin drafting mission statements using the key ideas, words and phrases from your previous activities. Don't worry about the quality at this stage.	
5. PRIORITIZE AND COMBINE	Prioritize the statements you feel have the greatest potential and look for opportunities to combine two or more statements into one.	
6. PUBLISH YOUR FINAL EFFORT	Choose your top two statements from step 5 and refine them until you settle on one statement that resonates the most.	

OUR MISSION Statement