**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:**

1. **Use the info above to write 3–5 different options:**

**Part II:** Continued

**Option 2:**

**Option 3:**

**Option 4:**

**Option 5:**

**Part III:** Finalization

1. **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.**