

Mission Statement Worksheet

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This worksheet may be
freely distributed.

The purpose of the **Mission Statement Worksheet** is to help you write out your corporate mission statement. A well crafted mission statement will help you define your short and long-term goals. For more tips on growing your small business, please visit www.Small-Biz-Marketing-Tips.com

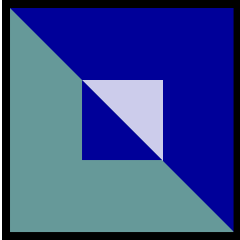
Step 1: Circle the key phrases that are important to you from the answers you gave when filling out the **Business Definition Worksheet**.

Step 2: Make a list of the following:

My products & services:

My top three core values:

What my business is really good at:



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Step 3: Review the below points for creating a mission statement.

A corporate mission statement:

- Is short and concise (less than 150 words.)
- Is clearly understood by customers as well as employees.
- Reflects what your organization does.
- Reflects why you are in business.
- Is developed from the customer's perspective.
- Identifies benefits
- Identifies your uniqueness in the market

Step 4: Review the following well-crafted mission statement examples:

Disney

"To make people happy."

Microsoft

"To enable people and businesses throughout the world to realize their full potential."

Amazon

"To build a place where people can come to find and discover anything they might want to buy online"

Google

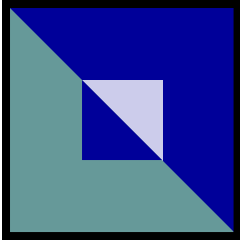
"Google's mission is to organize the world's information and make it universally accessible and useful."

Girl Scouts of America

"To help girls grow into proud, self-confident, and self-respecting young women."

Coca-Cola

"To Refresh the World... in body, mind, and spirit."



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Step 5: Considering the answers you gave in the **Business Definition Worksheet** as well as your notes from page 1 of this worksheet, write down your corporate mission statement below.

Tip: If you have other employees in your small business besides yourself, consider getting them involved to help create the company mission statement. A mission statement is much more meaningful to employees if they helped create it.