

# 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](http://www.Small-Biz-Marketing-Tips.com)

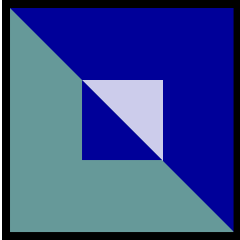
**Step 1:** Circle the key phrases that are important to you from the answers you gave when filling out the **Business Definition Worksheet**.

**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**

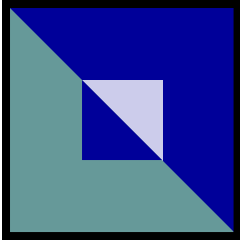
"Google's mission is to organize the world's information and make it universally accessible and useful."

**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.