

Mission Statement Work Sheet

To develop an effective mission statement, ask yourself these questions:

- Why does my company exist? Who do we serve? What is our purpose?

- What are our strengths, weaknesses, opportunities and threats?

- Considering the above, along with our expertise and resources, what business should we be in?

- What is important to us? What do we stand for?

Now that you've answered those questions, you are ready to write your own mission statement.
Use the area below.
