

Defining your Business Purpose

WORKSHEET

Business Mission Statement Generator

Why have a business mission statement? Your mission statement is about you, your business and your ideals. A great mission statement will define a business and its purpose in under 30 seconds. It should include what you do, what you stand for and why you do it. Your mission statement is asset of carefully chosen words that clearly communicates the purpose of your business.

Part I - Preparation and Questions



INSTRUCTIONS: First, answer the questions. Then, using your answers, the tips on the next page and the examples in the appendix, craft a mission statement for your business. **NOTE:** It's worthwhile spending time on crafting the words - but don't get drawn into creating the perfect mission statement. Capture the essence to get you going for now and you can always come back and update it later.

- 1. PURPOSE:** Why are you interested in this business? Why do you do what you do?
- 2. WHO:** Who will you serve? How do you want to treat your customers, your employees?
- 3. WHAT:** What is your "big idea"? What do you stand for? What do you want to be known for?
- 4. SPECIAL:** What's unique about your business? What key ingredient makes your business special for its customers? How do you stand out from your competitors? Why should someone buy from you?
- 5. GOALS & MEASURES:** What are your goals in running this business? How will you know you have succeeded? What measures will you choose to measure your success?





Part 2 - Refining and Creating

Now it's time to work on the wording of your mission statement. Craft your words using the tips below, until you have a clear and concise mission statement that includes what you do, what you stand for and why you do it.

MISSION STATEMENT TIPS

- Ideally, **keep your mission statement to 3-4 sentences** so it is **clear, concise and memorable**.
- Keep in mind your **personal mission statement**, as those values will flow into your mission for your business.
- **See the big picture, don't limit yourself.** Your mission statement should grow with you over time. An accounting business doesn't do finances, it frees up their clients' time, identifies growth opportunities and savings for its customers, it minimises taxes and maximises profits for its clients. A business building child car-seats doesn't manufacture car seats; it provides safe, comfortable transport for the most precious thing in parents' lives - their children.
- **Ask others for input.** Run your draft mission statement by people who know your business. Is it clear, easily understood? Or does it sound like meaningless corporate speak?
- **Make it personal** and unique to you and your business.
- **It can be really helpful to include 'measures' in your mission statement** eg. 95% of the time, using 75% local produce, but as you'll see in the appendix even the big companies don't always do this. Consider that you are creating a statement to guide you in running your business - and include measures as appropriate.

MY MISSION STATEMENT IS: _____

Use this space below to DRAFT and CRAFT YOUR MISSION STATEMENT:



Appendix - Mission Statement Examples

Included in this Appendix are some mission statements to give you ideas. You may notice that even the Mission Statements of big companies are sometimes a bit lacking. Use these examples to create a clear, concise mission statement that not only tells what you do, but why and what you stand for!

DISCLAIMER: These mission statements were researched online and have been provided for ideas and inspiration only. We cannot guarantee their completeness or accuracy.

- **Advance Auto Parts:** to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge that fulfill their wants and needs at the right price. Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers.
- **Coastal Contacts:** to deliver you the highest quality eye care products at the guaranteed lowest prices anywhere on the globe. When you want fast, friendly service and great prices, we want you to think of Coastal Contacts.
- **Four Wings Farm shop:** educates our customers and supports our local farmers by selling the best, freshest seasonal produce from local farmers and market gardeners. Our produce is clearly labeled with product name, variety and farm name and offered at the lowest possible prices while ensuring farmers are well paid. Our customer service is world class - customers love to come into our store, our staff love working for us and we are constantly innovating and improving.
- **Harley-Davidson, Inc:** We fulfill dreams through the experience of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments.
- **IKON Office Solutions:** Helping our customers manage document workflow and increase efficiency through best-in-class products and services. Fostering the growth and development of our employees. Providing a distinct advantage to our suppliers as a distribution channel of choice. Growing shareholder value through strong execution of our strategies.
- **Lincoln Financial Group:** is committed to providing its customers with the life insurance, retirement and investment products and services they need to maintain their quality of life. As a concerned corporate citizen, the company's Foundation has sustained a strategic philanthropic program to improve the quality of life in the communities where our employees live and work.
- **Mystic Cafe:** is a family-friendly restaurant that focuses on quality, local, organic food in a fun and welcoming atmosphere. We want our staff to love working for us and our customers to tell their friends and come back regularly. We offer great salaries, benefits and training opportunities to our staff and have an open management style so we continuously learn, improve - and remain the number one cafe in the minds of our customers.
- **Nike:** To Bring Inspiration and innovation to every athlete in the world.
- **The Chubb Corporation:** We are dedicated to providing excellent underwriting and loss control advice up front, and to ensuring superior customer service through the life of the policy. Our knowledgeable loss prevention experts can help commercial customers reduce losses in the workplace. Our personal appraisers are invaluable in determining accurate replacement value, which is more likely to provide you with the right amount of coverage for your valuable property.
- **The McGraw-Hill Companies:** We are dedicated to creating a workplace that respects and values people from diverse backgrounds and enables all employees to do their best work. It is an inclusive environment where the unique combination of talents, experiences, and perspectives of each employee makes our business success possible. Respecting the individual means ensuring that the workplace is free of discrimination and harassment.

