

# MISSION STATEMENT WORKSHEET

## MODULE 2: STEP 3

A good **Mission Statement** will define the **What** (product or service) we do, **Who** (target audience), and **How** (method that differentiates it) of the company. They are just two or three sentences and articulates what the company is about.

**Expert tip** (if you can address employee culture or community influence, you'll knock it out of the park)

**SERVICE** DEFINED IN NICHING DOWN (SPECIALIZATION)

**TARGET AUDIENCE**

HOW DO YOU DELIVER YOUR PRODUCT OR SERVICE BETTER THAN YOUR COMPETITION?

\*\* WHAT **OUTCOME** DO YOU STRIVE FOR WITH YOUR TARGET AUDIENCE?

\*\* **BONUS QUESTION:** WHAT IMPORTANT ROLE DO YOUR **EMPLOYEES** PLAY? HOW DO YOU AFFECT YOUR **COMMUNITY**?

IN NO MORE THAN 10 MINUTES, **WRITE A FEW VERSIONS OF YOUR MISSION USING THE ABOVE INFORMATION.**

\*\*USE [THESAURUS.COM](http://thesaurus.com) FOR THOSE IMPORTANT ADJECTIVES AND ACTION WORDS THAT TIE IT ALL TOGETHER.