



Mission

A mission statement articulates your company's purpose – why do we exist and do the work we do?

An effective mission statement has clarity on three main components:



Cause:

Who you serve – identified both in descriptive terms AND in terms of what needs are being met.



Actions:

What you do – unique activities employed to meet customer needs.



Impact:

How you change things for the better – the specific outcomes that come as a result of your efforts.

How to write your mission statement:

Simple version:

1. Answer the following questions to get clarity on your mission.
 - a. Describe the audience you serve, as a demographic.
 - b. What problem does your service or offering solve?
 - c. What is the simplest way to explain the service or offering (without addressing the problem it solves)?
 - d. Why does this problem exist?
 - e. Why doesn't this problem affect your organization?
 - f. How is your audience made better by what you do?
2. Craft a Mission Statement that reflects the following
 - a. **Our Cause:** (Who? What? Where?)
 - b. **Our Actions:** (What we do)
 - c. **Our Impact:** (Changes for the better)

Advanced version:

"Our Best Work" exercise

1. Share stories from your team about:
 - a. "What does it look like when we're doing our best work?" or "What would it look like when we're doing our best work?"
 - b. Get client input if appropriate.
 - c. Write details out on notecards.
2. Diagram out the different elements of your mission identified in your stories:
 - a. Draw a **circle** around every time a specific place or a person is mentioned.
 - b. Draw a **square** around any mention of the organization making a difference and taking action.
 - c. **Underline** results from your work or anytime something in the story changes for the better.
3. Craft a Mission Statement that reflects the following
 - a. **Our Cause:** (Who? What? Where?)
 - b. **Our Actions:** (What we do)
 - c. **Our Impact:** (Changes for the better)