

DEVELOP YOUR MISSION STATEMENT

Take a few moments to think about where your talents lie, what jobs you enjoy doing, what kind of people you enjoy working with, and why you'd deliver it a bit differently than others, and then answer the following questions:

What problem/need are you solving/addressing?

What do you do or how you do it? (in the broadest terms possible. e.g. pharmacy retailer)

Who are you in business to serve?

Now take these three statements and combine them into a single sentence. Aim for something short, but that covers everything well. Use the space below and try rewording them in a few different ways.

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Review what you have a few times. Cross out any fluff or jargon so that it's as concise as possible. Then show it to a few people and ask for feedback and use that feedback to refine your Mission Statement even further. Once you think you have it just right, write it out below.

Our Mission:

DON'T FORGET TO USE IT!

Display your Mission Statement prominently in your office or website. Make sure it's easily accessible and refer back to it often. Your Mission will help guide you through tough decisions and help keep your business on track.