



GUIDES AND RESOURCES TO BUILD A COMPLETE STRATEGIC PLAN

**YOUR  
MISSION**  
TEMPLATE

## Writing a Mission Statement

## Develop Your Mission Statement

Your mission statement answers the question, what do you do and, if it's important to state, for whom do you do it? Writing a mission statement has, over the years, become less important to some of the newer organizations who believe values statements are more important to craft than mission statements.

For organizations that see a value in crafting a mission statement, however, they can provide positive benefits. Your mission is your “why.” Why do you do what you do? It should be heavily steeped in your culture and should transmit a focus and an energy that guides all who work for it. While vision changes as the organization achieves the future it sees for itself, mission shouldn't change often or drastically. It may be modified but its basic tenet should be unchanging. For some organizations, the more specific the mission the more effective, but many organizations have a general statement that can be more aspirational. These broader missions give you a sense of what the organization wants to happen to the external environment as a result of their efforts.

Frame your mission in a way that fits your organization, that makes sense to your organization and that serves as a unifying sense of purpose for those who want to make it happen.

Mission does not have to be a public statement, but a public statement can be taken from it. One of the most important aspects about mission is that it be short, to the point and memorable. If your mission is several paragraphs because you are trying to cover all the bases you are not looking at your organization from a high enough level. To help you, think about what your desired outcome is when you accomplish your purpose.



## Here are some examples of mission statements, from the specific to the general:

To provide better care of the sick, investigation into their problems and further the education of those who serve.

We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

To drive human progress through freedom of movement.

To provide peace of mind, protecting what's important while offering exceptional customer service.

To empower every person and every organization on the planet to achieve more.

Looking at these examples – from more specific to very broad – many of them imply who they serve with their mission. A few state it directly. None of them are wrong. The more specific a mission is, the higher the clarity. The more general a mission is, the higher the aspiration can be.

## Resources

There are lots of different perspectives on what makes a good mission statement. To get you started, here are a few places to go to understand how organizations write and use their mission statement for focus and clarity.

- [How to Write a Powerful Mission Statement that Resonates](#)
- [4 Techniques for Crafting a Mission Statement Worth Remembering](#)
- [18 Captivating Mission Statement Examples you Need to Read](#)

## Write Your Mission Statement

### Specific or general mission statements:

We		for	
	(active verb/verbs)		(who is the beneficiary)
in order to			
	(what's the societal benefit)		
To		so that others are able to	
	(active verb/verbs)		
	(benefit or improved ability to do something)		
We are		who is committed to	
	(describe your organization)		
		so that others can	
	(what is your purpose)		(benefit or change for those you serve)

### OR – Write your own mission statement in freeform.

## Next Steps:

With these elements in mind, begin [crafting your vision statement](#).