



**Mission Statements.** Many read like true business babble. But even if you think they may be unnecessary, they really are important guideposts for making decisions, staying inspired, and setting a bigger picture that gives your day-to-day work purpose.

A mission statement, simply put, articulates a company's purpose. It announces to the world why your company exists. It is a combination of what your company does and how and why it does it, expressed in a way that encapsulates the values that are important to you.

## Four Steps to Writing an Inspiring Mission Statement

### 1 Describe what you do in simple terms.

Don't over think this. What does your company provide your customers? Do you sell financial services, tires, pet supplies, provide legal advice etc.?

My company \_\_\_\_\_

### 2 Describe how you do it in simple terms.

This should not be a detailed description of how your business develops or manufacturers your product or service, but rather a description of how your company conducts business

For example, does your company value and believe in:

- Providing high quality products and services
- Delivering a consistent customer experience
- Teamwork and collaboration that produces the best outcomes
- Sustainable development
- Innovation and creativity
- Protecting the environment
- Providing results-based solutions

What does your company value and believe?

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### 3 Describe why your business does what it does.

Go back to the beginning and think about why your business was started. What underlying purpose were you trying to fulfill?

#### Examples

My business does what it does so that my customers/clients can:

- Grow profitably
- Have safe and healthy food choices
- Have peace of mind
- Increase their knowledge
- Stay healthy
- Improve their finances
- Live stress free

You get the idea. Why does your business do what it does?

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### 4. Compose your mission statement.

What my company does.

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How we do it:

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Why we do it:

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Now put it all together:

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When you're finished, have another look at your mission statement and see if it says what you want it to say or if there's a more passionate way of phrasing it.

Also, as hard as it may be, try to keep it as succinct as possible. This is something you and your employees should be able to easily remember and repeat.

Take a look at the following example.

“My company’s purpose is to grow market vegetables using organic, sustainable farming practices to give people safe and healthy food choices”,

OR

“At Earth’s Bounty, we grow market vegetables in a way that’s good for the earth and good for the table”.

Which statement inspires you?

### **Now put your mission statement to work.**

Besides directing your business planning, you want your mission statement to be clearly understood by everyone who works in the business.

A good mission statement isn't a slogan, it's a way of doing business. It can't provide the guidance it's intended to provide if people aren't familiar with it, so communicate your purpose with passion.

To hear some inspired thoughts on mission driven leadership view this Ted Talks video. <http://on.ted.com/Bymn>