

STEPS	WHAT YOU NEED	YOUR ANSWERS
1. Outline the Parts of Your Mission Statement	Your business purpose	
	Your business motivation	
	Its relevance to your customers	
2. Answer Questions About Your Business	What do we do?	
	Why does it matter?	
	To whom does it matter?	
	How does it make a difference?	
3. Gather Ideas	What are the best ideas from your answers to step 2?	
4. Define Your Mission	What is your one main business objective, and why does it matter?	
5. Create a First Draft	Using the above information, draft your mission statement.	
6. Get Feedback & Edit	Which parts of your statement need improvement based on feedback?	
7. Revise & Finalize Your Mission Statement	Write your revised mission statement.	

YOUR MISSION STATEMENT

A large, empty rectangular area with a light gray gradient background, intended for writing the business mission statement.