

## Developing a Mission Statement

An effective mission statement describes the purpose of an organisation as concisely as possible. The mission statement should be specific to your company or business, setting it apart from competitors. It should also serve as a benchmark on which all decisions are based. Develop a mission statement to move your organisation forward.

### Instructions

#### Step 1

Prepare a brainstorming session with multiple stakeholders in the organisation. Having input from others is ideal.

#### Step 2

Ask what is the purpose of your business. This may be difficult to put into words at first, but as you work through thoughts, you should find an underlying theme.

#### Step 3

Consider the company's products, services, markets, values, target audiences, priorities and activities.

#### Step 4

Visit current and upcoming strategies the company has, and how they affect the company's overall mission.

#### Step 5

Ensure that the mission statement describes what the business does, not why it exists.

#### Step 6

Revise drafted mission statement ideas so that they are short and concise, clear and easily understood.