Developing a mission statement

A mission statement defines your purpose—why you do what you do. It describes what you want to be remembered for. A good mission statement is short, to the point, and easily understood.

Complete the sections below. When you are done, highlight or circle key words or phrases. Using this language, write down the purpose of your team in only 1-2 sentences. This will be your draft mission statement.

**Who are we?**

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**What services do we provide? To whom?**

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**What is our overall team goal?**

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**What are our beliefs, values, and dreams?**

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**What are we good at?**

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# Draft your mission statement:

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# Evaluate your mission statement:

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| **Answer the following questions** | **Yes** | **No** |
| Is it a true statement of your group’s purpose? |  |  |
| Does it fit the current external environment? |  |  |
| Is it based on your strengths? |  |  |
| Is it motivating and inspirational? |  |  |
| Is it realistic? |  |  |
| Is it specific, short, focused, and easy to remember? |  |  |
| Is it clear and easy to understand? |  |  |
| Does it say what your group wants to be remembered for? |  |  |

*If you answered “No” four or more times, consider reworking your mission statement.*