

# Company Mission Statement Framework for Teams

## 1. CORE PURPOSE

Why do we exist?

e.g., To empower small businesses to achieve more.

## 2. CORE VALUES

What principles guide our behavior and decisions? (List 3-5 values)

e.g., Integrity, Collaboration, Innovation, Accountability

## 3. TARGET AUDIENCE

Who do we serve?

e.g., Startups, non-profits, local communities

## 4. UNIQUE APPROACH

How do we do things differently?

e.g., We provide tailored solutions through agile project management.

## 5. IMPACT

What is the ultimate impact of our work?

e.g., Helping businesses grow sustainably and positively affect their communities.

## 6. DRAFT MISSION STATEMENT

Combine elements above into a concise statement.

e.g., Our mission is to empower small businesses by delivering innovative solutions and fostering lasting p