

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