

Corporate Mission Statement Structure Guide

Purpose of a Mission Statement

- Communicate the organization's core reason for existence
- Clarify primary objectives and values for stakeholders
- Guide strategic decision-making and company culture

Key Elements

- **Who:** Who do you serve? (Target audience or market)
- **What:** What do you provide? (Products, services, or solutions)
- **How:** How do you deliver value? (Core approach, differentiators, or values)
- **Why:** Why does your company exist? (Purpose or impact)

Structuring Your Mission Statement

- Begin with your company or brand name
- State what you do (what you provide, for whom)
- Clarify how you provide it or what distinguishes you
- Optionally, describe the deeper purpose or impact

Sample Structure

- Our mission is to [what you do] for [who you serve] by [how you do it], so that [why you do it].

Example:

"Our mission is to deliver innovative healthcare solutions for families worldwide by combining advanced technology with compassionate care, so that every family can access quality health services."

Tips

- Keep it concise and clear (one or two sentences)
- Use simple, direct language
- Align with your organization's values and vision
- Review periodically to ensure relevance