

# Company Mission and Purpose Statement Guide

## 1. Understanding Mission and Purpose

**Mission Statement:** What your company strives to do every day. It clarifies purpose, strategy, and core values.

**Purpose Statement:** The fundamental reason your company exists beyond making profit.

## 2. Drafting Your Mission Statement

1. What does your company do? \_\_\_\_\_
2. Whom does it serve? \_\_\_\_\_
3. How does it create value? \_\_\_\_\_

**Example:**

"To inspire and nurture the human spirit â€" one person, one cup and one neighborhood at a time."

## 3. Crafting Your Purpose Statement

1. Why was your company founded? \_\_\_\_\_
2. What lasting impact do you want to make? \_\_\_\_\_

**Example:**

"To organize the world's information and make it universally accessible and useful."

## 4. Tips for Effective Statements

- Keep it concise and specific.
- Focus on what sets your company apart.
- Make it authentic and actionable.
- Ensure it inspires your team and stakeholders.

## 5. Your Mission Statement (Sample Template)

"To \_\_\_\_\_ for \_\_\_\_\_ by \_\_\_\_\_."

## 6. Your Purpose Statement (Sample Template)

"Our purpose is to \_\_\_\_\_."