

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 worldâ€™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 _____."