

Strategic Business Mission Statement Format

Mission Statement

State the core purpose and focus of the organization.

A concise and clear declaration of purpose.

Core Values

List Core Values

E.g. Integrity, Accountability, Innovation, Collaboration, etc.

Vision Statement

Vision

Describe the desired future position of the organization.

Strategic Objectives

Objectives

List key long-term goals aligned with the mission and vision.

E. g. Expand market share, enhance customer satisfaction, etc.

Target Audience / Stakeholders

Target Audience

Define the primary audience, customers, and stakeholders.

Unique Value Proposition

Value Proposition

Summarize what makes your organization distinct and valuable.

Sign-off

Prepared by

Name & Title

Date

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