

Take Action!

Implementation Task 16: Developing Your Company Mission Statement

Review the following segments of Module 6:

- ◆ *Developing a Mission Statement*
- ◆ *Writing Your Mission Statement*
- ◆ *Maximizing Mission Statement Impact*

Then complete Part 1 below by writing a concise descriptive statement on each of the core components that will make up your mission statement. Once this is completed, incorporate these components into a concise mission statement. Complete Part 2 on the following page to draft and finalize your company mission statement.

Part 1: Mission Statement Components

Statement of primary focus:

Statement of why you exist as a business:

Statement of core business philosophy:

Statement of what you want to be/provide:

Part 2: Writing Your Company Mission Statement

Draft Mission Statement:

Final Mission Statement:

Notes