

YOUR MISSION

A mission statement is a concise yet compelling reflection of the essence of your business. Think of it like the north star of your business, giving us a single focus to point us in the right direction.

Refer back to your previously completed worksheets. In case you need a refresher, remind yourself of your answers to these 5 questions when creating your own mission statement:

- (1) Why are you in business?
- (2) What do you bring to the table for your customers?
- (3) Why should people care about your business?
- (4) What do your clients take away from doing business with you?
- (5) What is your competitive advantage?

3 TIPS TO CREATING A POWERFUL MISSION STATEMENT

(1) Be clear and concise.

Mission statements are just that -- statements. It should be one or a few sentences that clearly defines why, how and what you can do to influence and impact the world. (Yes, you can elaborate like the Life is Good & Sweetgreen examples on page 2)

(2) Be authentic.

This one is just a good business practice all around, but for your mission statement make sure it's your own voice, personality, and truth. Choose words that are timeless rather than trendy. Of course, never copy anyone else.

(3) Think outside of yourself.

While your personal brand is somewhat about you, your mission should be about something bigger than yourself. It should enroll other people in your vision for something greater. Your employees, vendors and customers should be open to getting behind your mission.

Bonus!

Your mission statement is more for YOU than your customers. It allows you to make sure your actions and decisions align with your mission and what you're out to accomplish. Even though it's more for yourself, it is something you can share on your ABOUT PAGE on your website to help your audience connect with you.

WHAT STATEMENT:

"We make great computers. They're beautifully designed, simple to use and user-friendly."

VS.

WHY STATEMENT:

"Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we change the status quo is by making our products beautifully designed, simple to use and user-friendly. We just happen to make great computers."

-From Simon Sinek's TED Talk "How Great Leaders Inspire Action"

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Inspiration + Examples

My mission is to empower the people who want to change their lives, and change the world, with the knowledge and skills they need to do so. - Mike Dillard

Our mission is to inspire healthier communities by connecting people to real food. We know that sweetgreen is a critical link between growers and consumers, and we feel a responsibility to protect the future of real food. To that end, we're committed to supporting small and mid-size growers who are farming sustainably, to creating transparency around what's in your food and where it came from, and to creating more accessibility to healthy, real food for more people. Because here at sweetgreen, impact is not an arm of our business, it is our business, and it permeates everything we do, from what we source to who we hire and how we support local communities. We want to make an impact and leave people better than we found them, and we tailor our approach in each market to reflect the needs of the community. **-Sweetgreen**

Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

- Starbucks

We're on a mission to double the size of 10,000 businesses in the next 5 years. Why? We do it because we believe that small businesses—just like yours—can change the world. We do it because we think marketing is the most challenging, interesting, and rewarding field there is. And finally, we do it for you. In the end, it's our customers who matter. We learn from you. We admire you. We're thankful for you.

- Digital Marketer

The Life is Good community shares one simple, unifying mission: to spread the power of optimism.

Optimism is not irrational cheerfulness or “blind” positivity. It's a pragmatic strategy for approaching life. Optimism empowers us to explore the world with open arms and an eye toward solutions, progress, and growth. It also makes life a hell of a lot more fun. Optimism also enables us to access the ten most important tools we have for living a happy and fulfilling life. We call them the Life is Good Superpowers. But unlike X-ray vision, bullet speed, or Herculean strength, they are accessible to us all. The Life is Good Superpowers can help you overcome obstacles, drive forward with greater purpose, and enjoy the ride of life. **- Life is Good**

We've made it our mission to help build a world in which the vast majority of people wake up every single morning inspired to go to work and return home at the end of each day fulfilled by the work that they do. - Start With Why

