

MISSION STATEMENT WORKSHEET

| RESPOND TO THE FOLLOWING STATEMENTS | YES | NO |
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| The mission statement is a statement of our company's purpose. | | |
| The mission statement fits the current market environment. | | |
| The mission statement is based on our core competencies. <i>(A core competency is a unique strength.)</i> | | |
| The mission statement is motivating and inspires employee commitment. | | |
| The mission statement is realistic. | | |
| The mission statement is specific, short, sharply focused and memorable. | | |
| The mission statement is clear and easily understood. | | |
| The mission statement says what the company wants to be remembered for. | | |

If you answered "no" 4 or more times, consider reworking your mission statement.