

The Mission Statement

CHEAT SHEET

Presented by OnStrategy

What is a Mission Statement?



The definition of a mission statement is a concise description of your organization's core purpose, answering the question, "why do we exist?"

A mission needs to boldly state why you exist, and why you do what you do.

The Mission Checklist



Your Mission is Foundational

Your Mission Must Be Foundational. It clearly states why your organization exists.



It's Original

It's unique to your organization. If you were to read the mission statements of all the organizations in your industry, yours would be different than your competition.



Your Mission is Memorable

Memorable = motivating to employees, prospective employees and customers.



Fits on a T-Shirt

Peter Drucker famously advised that your mission statement should be short and compelling enough to fit on a t-shirt your staff would actually wear.

How to Write a Mission Statement

Our mission is to make our clients successful by merging remarkable digital design and goal-focused usability.



Pro Tips on Writing Mission Statements

- ✓ **Get to 80% and worry about the exact wording later.** Word choice can make a team run in circles and creates a huge waste of time.
- ✓ **Pick a copywriter to finish the job.** The best mission statements aren't written by a committee.
- ✓ **Keep it concrete.** Be clear and make it easy to understand what you do, and why you do it.
- ✓ **Make sure your mission and vision work together.** Remember, mission statements explain why you exist. Vision statements explain where you're going.

3 Key Questions to Consider

Answer at Least One of These Core Questions!

What is our organization's reason for existing?

At the absolute minimum, your mission statement should answer this question above all else. What's your core purpose?

Example: "LinkedIn - To connect the world's professionals to make them more productive and successful."

Why is it special to work for this organization?

How does your reason for existing impact people in a special way, or why do your employees show up to work every day?

Example: "Tesla - To accelerate the world's transition to sustainable energy."

What is our business and who do we serve?

Some mission statements benefit from clearly stating who benefits from your business, or what you're setting out to accomplish on behalf of whom.

Example: "Google's mission is to organize the world's information and make it universally accessible and useful."