

Mission Statement Canvas

Organization Name:

Date:

1 Answer the Questions, "Why Do We Exist?" and "What's Our Core Purpose"

Use the stem completion to draft a mission statement.

The reason _____ exists is...

Organization Name

Tips/Hints for Completing Your Mission

Consider these tips and hints as you draft your mission statement. We recommend your mission conveys **at least one of the following**:

1 Convey Who You Do It For

Hint: Bigger than your organization.

2 Convey A Clear Benefit

Hint: Not just to create revenue.

3 Can Convey What You Do

Hint: We prefer action verbs.

2 Complete the Checklist for a Great Mission

Ensure your new mission statement checks each box. If it does, you can take it to a vote with your executive team. **If it check box item, move on to step 3.**

It's Foundational
It clearly states why your organization exists.

It's Memorable

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 unique.

It Fits on a T-Shirt
It's short, motivating, and fits on a shirt your staff would actually wear.

3 Answer the Question, "Why Does that Matter?"

If the mission generated out of the above exercise results in a long, complicated mission statement, Patrick Lencioni suggests a simple trick: after each first draft mission statement, ask "why?" or "why does that matter?" Refine and repeat until the statement is distilled down to the core purpose of the organization and checks all the boxes.

Your Drafted Mission Statement

Why Does that Matter?

Your Refined Mission Statement