# Module 2: Your Mission

*“Our mission is to help people reach their next level of living personally and professionally through strategic planning and processes.’”  
McLean International*

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is your declaration of what you’re about \_\_\_\_ \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

It articulates \_\_\_\_\_\_\_\_\_ you do, \_\_\_\_\_\_\_\_\_ you do it for  
and \_\_\_\_\_\_\_\_ you do it.

A good mission statement must be \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

To gain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, interview \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_.

If you have a \_\_\_\_\_\_\_\_\_\_\_\_, invite them to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ process.

# Assignment: Your Mission Statement

# Crafting Your Mission Statement

Go through the steps below to begin crafting a short, concise and memorable mission statement for your business.

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| 1. What do you do? (broad, no more than one sentence) |
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| 1. Who do you do it for? (be specific) |
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| 1. How do you do it? (e.g., through…) |
|  |
| 1. What do clients say you help them accomplish, or what do you want them to say? |
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| 1. Review what you’ve just written and highlight key words and phrases that resonate with you. Then, using these key words and phrases as a guide, draft your first statement. |
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| 1. Review your draft statement and refine it. Cross out extra words, use a thesaurus to find alternative words that better describe your mission, refer back to your vision and values. Continue to “tweak” it until your statement is short, concise and memorable. |
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