

MISSION STATEMENT DEVELOPMENT TEMPLATE

Your mission statement will consist of three elements: your purpose; the business you are in; and the values, beliefs and assumptions that guide the manner in which you perform your work.

This is not a marketing statement; it is a tool to guide your work and progress. In the end it should be concise – a couple of sentences for the purpose and business, plus a few more for the values. Use the template below to get the ideas down – focus on the meaning and clarity, don't worry about making it "perfect".

PURPOSE – "WHY DO YOU EXIST?"

In the space below, write some bullet-notes answering any or all of these questions:

- ♦ Why does your office exist?
- ♦ What is the "focus problem" you address?
- ♦ What do you hope to achieve?

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In the space below, try to answer these questions:

- ♦ For whom do you exist?
- ♦ Who is your primary customer/client? (The customer group whose concerns/challenges trump all others.)

Next, consider this question:

- ♦ Do you have any secondary customers/clients? (These may be customers you rely upon to be successful with your primary customers.)

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THE PURPOSE STATEMENT

Now try to bring these two parts together into a "Purpose Statement". A purpose statement will finish this sentence: "Our purpose is..." It will usually contain these three elements:

- ♦ Identification of the problem to be addressed or condition to be changed
- ♦ Identification of the primary customer/client
- ♦ An infinitive verb that indicates change (to increase, to eliminate, to prevent, to engage, etc.)

Our purpose is to...

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BUSINESS – “WHAT BUSINESS ARE YOU IN?”

In the space below, use bullets to list your main lines of business. What are your primary or core programs? (Answer in general terms – for example write “run workshops” rather than listing each workshop name.)

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BRING "PURPOSE" AND "BUSINESS" TOGETHER

Now bring your purpose statement and the business you are in together in one statement (one or two sentences, possibly including some bullets). This involves stating your purpose followed by a linking phrase such as "we do this by..." or "we do this through..." So the format will be something like: "Our mission is to..... we do this by....."

Do not worry about getting the words "perfect". And keep in mind that this should be most meaningful to you and your colleagues rather than external audiences.

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VALUES, BELIEFS & ASSUMPTIONS

In the space below, draft responses to these questions:

- ♦ What values or beliefs guide your work?
- ♦ What behaviours do we assume in our work that we want others to understand are intentional?
- ♦ What do you want all of your staff to consider when working with clients?
- ♦ What do you want other parts of the business or other stakeholders to understand about the way you operate?

Answers to these questions may become more apparent as you conduct your stakeholder engagements and other planning work. Continue to add notes as they come up.

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CONSOLIDATE YOUR VALUES, BELIEFS, AND ASSUMPTIONS

Using the list above, select those values, beliefs and assumptions that you think will have the most meaning, impact, and potential to guide your work. Try to leave out “motherhood” statements that will be obvious to all audiences; if you think they help explain or direct who you are or wish to be, leave them in.

State your values, beliefs, and assumptions as a list of complete sentences or as a set of bullets starting with some like, “We value...”

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YOUR MISSION STATEMENT

Now bring it all together. Copy your consolidated "Purpose" and "Business" below. Then state your values, beliefs, and assumptions. It's okay for your completed mission statement to have two distinct parts: the purpose/business and the list of values. At times you may refer to the first part as your mission statement and in other contexts you may provide the whole thing together.