



Mission Statement Templates

What is a Mission Statement?

A mission statement defines what line of business a company is in, and why it exists or what purpose it serves.

A mission statement is a precise statement of purpose that gets people excited about what the company does and motivates them to become part of the organization.

In preparing the value proposition statement, the mission statement conveys a company's reason for existence, just as the mission statement and vision do, but it also shows the connection between the brand identity and workplace culture of the company.

Pre-Work Questions

Why do you do what you do?	<i>Answer: Place answer here.</i>
How do you do what you do?	<i>Answer: Place answer here.</i>
What do you do for your customers?	<i>Answer: Place answer here.</i>
Mission: <i>Add mission statement here.</i>	

Pre-Work Questions

**Why do you do
what you do?**

Answer: *Place answer here.*

**How do you do
what you do?**

Answer: *Place answer here.*

**What do you do for
your customers?**

Answer: *Place answer here.*

Mission:

Answer: *Place answer here.*