

Mission

Just like your vision statement, your mission is a powerful guide. It lays out how you fulfill the promise of your vision in the day-to-day operations of your business. It showcases the unique, core solutions your business offers its customers (and the world beyond it).

After you complete the lesson titled, "What's a Mission Statement" complete the questions below.

These are the same Mission Statements from the lesson. Label each statement with the company's name.

- To serve consumers through online and physical stores and focus on selection, price, and convenience.

- We give entrepreneurs everywhere all the help and tools they need to grow online.

- We provide environmentally-friendly household products that help consumers lessen their impact on the planet.

How are these company mission statements connected to their vision statements?

Mission: Your Turn

Now, it's your turn. What is the mission of your business?

Use these questions to help guide you:

- What do we do today?
- Who do we serve?
- What are we trying to accomplish?
- What impact do we want to achieve?

Remember, keep it short and simple.

Use the space below to brainstorm and draft your own mission statement. It doesn't need to be perfect, so just dig in.



Once you have a version you feel good about, share it with your friends or family. How does it feel to say it out loud, to others?