**Mission Statement Worksheet**

**(Adapted from Purdue University Vision and Mission Statement Worksheet)**

**Purpose**

*The purpose of this Mission Statement Worksheet is to guide you through the questions you need to answer to express what you want to accomplish and what you want your company, product, or service to make a commitment to deliver. Once you answer the questions in step 1, you can then start filling out the Vision/Mission Statement Worksheet in Step 2.*

**Step 1 - Answer These Questions (fill in the blanks – be concise)**

1. If our company/product/service could be anything in 10 years, what would it be?
2. What new activities would our business/product/service need to pursue to accomplish what the business would be in 10 years? What business do we want to be in?
3. Who will be our customers? What customer needs will our business/product/service need to satisfy?
4. What will be especially good at?
5. What will be roles of the owners, managers, product manager, brand managers, employees involved in our business?
6. What do owners, stakeholders, prospects, customers and the general public value about our business/product/service?

**Step 2 – Write out your Business Vision**

*Using the notes from Step 1, develop a short vision statement that describes your future business, the areas you will excel and the reasons for pursuing this vision. The vision should be a mental picture of a preferred future state a description of what the business will be several years from now. Consider this a commitment, not a dream or a hope, but something that is supported by good rationale.*

*This vision provides the content for designing and managing the changes that will be necessary to reach your goals and will guide direction for developing strategies, seeking out opportunities, making key decisions and finding the necessary resources to achieve your goals. Visions are rooted in reality but focused on the future.*

Address these questions and statements to guide the development of your Business Vision:

1. In 10 years what will we do (as in what will your business, product or service)?
2. We will be recognized by our ability to:
3. We are pursuing these activities because:

**Step 3 – Develop a Mission Statement**

*Below, identify several key features of your current business/product/service:*

1. What business are we currently in or what do problem do we solve for our customers and prospects?
2. Who are our customers and what is the brand promise they are buying from us?
3. How do we go about satisfying our customer needs?
4. What skills and capabilities are we especially good at?

**Step 4 - Developing a Business Mission**

*Using your notes from the “Vision/Mission Worksheet” and “Developing a Business*

*Mission,” develop a mission statement that addresses these topics.*

*A business mission provides management’s customized answer to the question, “What do we do and what are we to accomplish on behalf of our customer?” It describes who you are, what you do, and for whom you do it for:*

1. What do we do?
2. For whom?
3. What makes us unique in the marketplace versus our competition or from companies, products and services that can address similar needs?

**Finished Worksheet Example - Carpenter Farms**

*By addressing the questions above, Carpenter farms generated the following Vision and Mission statements as well as a summary strategy with values of how they would generally achieve their goals in the next few years:*

Vision

Carpenter Farms is focused on production of premium quality dairy products for the wholesale and 9

retail markets. We strive to be an asset to our community. Carpenter Farms provides a comfortable standard of living for the owners, their children, and employees.

Mission Statement

Carpenter Farms is a producer of dairy products and grain. Our mission is to provide a better life for everyone involved in Carpenter Farms. We seek to maximize returns and create value for those involved while at the same time be good neighbors in our community

Strategy

Our strategy is to become a family-owned processor of dairy products with the highest quality and confidence possible for the consumer. We are good people committed to straightforward production and delivery of those products.

Values

• We believe true success involves mutual gain.

• We believe in creating value above the cost of all resources.

• We believe that the people involved are the reason the business exists.

• We value the results of hard work and strive to make it enjoyable as well as rewarding.