

Developing a Mission Statement Worksheet

Directions: Answer the questions below in Part A to help form your Mission Statement. You will need to work with your team to brainstorm for ideas, using questions laid out in the worksheet to prompt discussion. After you have ideas, you can then synthesize these ideas and weave them into a Mission Statement in *Part B: Mission Statement Draft*.

Part A: Mission Statement Inputs

What are the primary functions and activities that your organization performs?

Why do you perform these activities? What is the purpose of your organization?

Why is this work important?

For whom does your organization conduct the activities? (Who are your stakeholders, clients, or customers and what are their needs?)

About StrategyFrog

StrategyFrog helps organizations develop and implement strategy. Our easy-to-use Software as a Service (SaaS) helps clients gain impactful and meaningful outcomes. StrategyFrog – better plans, better results. Learn more at www.strategyfrog.com.



888.570.FROG (3764)



hello@strategyfrog.com



Part B: Mission Statement Draft

Integrate the above information from *Part A: Mission Statement Inputs* and compose a draft Mission Statement below:

About StrategyFrog

StrategyFrog helps organizations develop and implement strategy. Our easy-to-use Software as a Service (SaaS) helps clients gain impactful and meaningful outcomes. StrategyFrog – better plans, better results. Learn more at www.strategyfrog.com.



888.570.FROG (3764)



hello@strategyfrog.com