# Business Mission Statement Date:

A mission statement is a succinct statement that clearly states the purpose of your business and why it exists. It explains how your high-level, big dream will become a reality. A mission is something you share readily with others because it is practical and can be applied.

It is important to have a mission because it:

* Gets everyone on your team on the same page.
* Helps staff, prospects and customers understand why you are here.
* Gives you and your team a clear focus on what needs to be done.

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| 1. | What do you do (e.g. sell clothes, provide educational services, grow businesses)? |
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| **2.** | **What are your core values (e.g. high quality, fast, friendly, compassionate)?** |
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| **3.** | **For what purpose do you do what you do (e.g. to help people find clothes they love to wear)?** |
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| **4.** | **Put it all together, 1+2+3 (e.g. Sell clothes (do) of the highest quality (value) so every customer can find a pair of clothes they actually love to wear (purpose).** |
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