

# MISSION STATEMENT WIZARD

Your mission statement is a **brief description** of why your organization exists and the purpose it serves.

Why does your organization exist?

Which of your (and your team's) qualities and traits are driving the business forward?

What is the problem you solve?

What is the difference you want to make in the world?

Who do you serve?

Based on your answers above, draft out a single sentence that encapsulates your organization's mission. Remember: A successful mission statement does not focus on WHAT you do or HOW you do it, but rather **WHY**.

**YOUR MISSION STATEMENT:**