

Mission Statement Creation Form

As you answer these questions, please keep in mind the entity you are creating a Mission statement for...your self, your business, or an organization.

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Section I

1) Please briefly share what excites you about your business or organization:

2) Please briefly share what disappoints you about your business or organization:

3) What three good things would you tell a stranger about your business or organization?

Section II

4) Who do you feel your business or organization is for? (Be as specific as you can be. A church in Texas once answered this question as boot kicking cowboys who don't wear ties.):

5) What do you feel that your business or organization should be doing? What is your business or organization is meant to do?

Section III

6) What three values or beliefs do you think that your business or organization stands for? (A value or belief is something that a person or organization is willing to defend, to stand for, and to them is an uncompromising passion.)

Section IV

7) What three action words do you feel best represent your business or organization? (You can use three that may come to your mind or choose from the **72 Verbs List** below.)

Your Mission Statement

Your input from the questions above can be plugged into the blank spaces here, to become a potential mission statement for you, your business, or organization.

My/Our mission is to

_____,'

_____,'

and _____

(3 action words)

(value/belief)

to, for, or with

_____.

72 Verbs List

adopt
advance
affect
affirm
amplify
appreciate
believe
bestow
brighten
build
communicate
compel
connect
counsel
create
defend
discover
drive
educate
embrace
encourage
enlighten
entertain
excite
explore
facilitate
fellowship
forgive
further
gather
give
heal
improve
inspire
involve
labor

lead
live
love
master
mediate
motivate
open
persuade
play
praise
produce
promote
pursue
reclaim
reflect
facilitate
fellowship
forgive
further
gather
give
heal
improve
inspire
involve
labor
lead
live
love
master
mediate
motivate
open
persuade
play
praise
produce
promote
pursue
reclaim
reflect
relate

respect
return
sacrifice
satisfy
save
serve
share
speak
support
surrender
team
touch
translate
understand
validate
verbalize
volunteer
work
worship
write