



Strategic Planning: Mission

Guidance for crafting a meaningful mission statement

MISSION

Your mission statement is your business in a succinct, concise statement. It's a very quick way to convey your reasons for being in business and what you believe in. It's important to revisit your mission statement regularly. If it doesn't fit your business, you'll need to reevaluate the statement, your actions, or both.

PREPARATION

Like all Unwhelming processes, we recommend that you take time to prepare for this work in a way that honors your mind, body, and spirit. Use breath to ground, ritual to set the tone, and meditation to guide intention.

Gather your supplies: pen and paper at the least, or a large whiteboard. If you're a visual processor, it can be helpful to have large surfaces to write on so you can be liberal with your pen and editing.

THE FUNDAMENTAL QUESTIONS

Try to answer these basic questions:

- What does your business do?
- How do you do it?
- For whom do you do business?
- Why are you called to be in this business?



If you're looking for a little more structure, you can start with a formula and then riff from there.

- <Company name>'s mission is to <what service or goods you sell or provide>, serving <ideal clients> by <how> to <why>.
- <Company name> provides <ideal clients> with <what service or goods>, <how> so that they can <why>.
- <Company name> does <what> so that <who> can achieve <outcome> so <why>.

Strategic Planning Jumpstart: Mission



CONSIDERATIONS

Some DON'Ts:

- Use jargon or buzzwords
- Throw out lots of words.
- Sprinkle in vague words and long sentences.
- Don't get boring and lose people halfway through your statement.
- Use broad generalizations. If your mission statement can apply to almost anyone, it's not yours.
- Set unrealistic goals you can't ever achieve.

Some DOs:

- Use plain language
- Keep it brief and memorable.
- Use meaningful language to reflect your heart
- Try to keep it interesting, engaging, and accessible to a variety of audiences.
- Get specific. It's fine to be aspirational or inspirational but do so within the scope of your business or industry.
- Be concrete with your goals, if they're stated in your mission.

Remember: your mission statement isn't chiseled in stone (unless that's how you choose to express it; I'm not here to judge you). It's vital that you reevaluate it regularly. When you're starting out or changing your business mission, take time monthly to evaluate it for fit. After your first year, examine your strategic plan quarterly, then every six months, and finally, for a fully-established and sustainable business, strategic planning should happen annually at a minimum.

Strategic planning doesn't have to be overwhelming, and it doesn't have to suck!

