



Visioning + Planning Course

MODULE 3: DEVELOPING A MISSION STATEMENT WORKSHEET

If you have opened this from the course website, first, save it or print it. Then, answer the questions below. You can either type them in your saved version or write notes on your printed version—whatever works best for you. It is helpful to date the worksheet and keep it for future reference.

Instructions:

For each question, jot down a sentence or two to get started. For now, simply keep track of your initial thoughts and reactions. You can always come back and add more detail as you reflect further on these questions. You will not be asked to share but feel free to do so if it will help you in your process.

What is your mission?

A **mission** is related to a vision, but it's a more concrete purpose that captures your overall intention. A mission *does* something; a vision is more of an ideal. Your strengths will help to inform your **mission**.

What are your strengths?

1) What makes you stand out? What makes you an asset as a friend, colleague, or worker?

2) What motivates you to stretch your abilities and become a more fulfilled version of you?

3) What aspects of a project or task make you eager to get started?

What is your mission statement?

A **mission statement** defines a concrete outcome, describes a relevant target, and specifies what your business does to move towards that outcome.

Use the strengths you identified above and the outcome from module 2's Vision worksheet to answer the following questions.

4) What would someone be able to observe in the world if you achieved your outcome?

5) Who is your target? Who will you help? Who will use what you produce?

6) What will your business produce or do to reach that target and achieve that outcome?

Use the space provided below to write your own mission statement using the example from Live & Learn as a guide:

Example mission statement:

Live & Learn **(verb)** conducts applied research and policy projects with **(target)** public health system stakeholders that have a measurable impact on **(outcome)** the mental health of service users, families, and communities and advance social change globally.

Sometimes it helps to add a second sentence just to be clear.

We **(verb)** specialize in the **(outcome)** inclusion of **(target)** those who have personally struggled with their mental health in these projects.

Your mission statement: