



Reclaiming Employment

Course: *Visioning + Planning*

MODULE 3: USING YOUR VISION

LESSON 2: MISSION STATEMENT

Chapter 1

Now I want you to work on your Mission Statement. A mission statement should define a concrete outcome, describe a relevant target, and specify what the business does to move toward that outcome. One way to craft a mission statement is to use this method of breaking down your statement into a verb (or action word), target (who your business works with), and outcome (what this works aims to do).

Chapter 2

For example, here is the Live and Learn mission statement from the Mission Worksheet: “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**.”

Now, go back to the Mission Statement worksheet and do the second page.