

Mission Statement Worksheet

From the following list, circle eight to ten words that stand out to you:

Acquire	Advance	Affirm
Alleviate	Amplify	Appreciate
Believe	Bestow	Brighten
Build	Call	Combine
Command	Communicate	Compel
Complete	Compliment	Compose
Conceive	Confirm	Connect
Construct	Continue	Counsel
Create	Decrease	Deliver
Demonstrate	Devise	Direct
Discover	Discuss	Distribute
Draft	Dream	Drive
Educate	Elect	Eliminate
Embrace	Encourage	Endow
Engage	Engineer	Enhance
Enlighten	Enlist	Entertain
Enthuse	Evaluate	Excite
Facilitate	Finance	Foster
Further	Gather	Generate
Give	Grant	Heal
Illuminate	Implement	Improve
Inspire	Integrate	involve
Launch	Lead	Make
Mediate	model	Mold
Motivate	Move	Negotiate
Nurture	Open	Organize
Persuade	Prepare	Present
Prevent	Produce	Promote
Provide	Reduce	Refine
Reform	Release	Renew
Restor	Return	Revise
Safeguard	Satisfy	Save
Sell	Serve	Support
Surrender	Sustain	Train
Translate	Utilize	Validate

From your circled words, choose the four words that most appeal to you:

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Look at the four words you selected. Why did you pick them? Are they similar to one another or different? How do these words inspire you?

A mission statement typically includes two elements:

1. A word or phrase that indicates a change – such as to *increase*, to *eliminate*, to *prevent*, to *build*, to *inspire*.
2. An identification of the condition or problem to be changed.

Using the 4 words you chose, or a variation of them, begin articulating a mission statement.

My purpose is to: (WHY you do what you do)

Through or by or with: (WHAT you do and HOW it impacts others)

Write out your mission statement below:

Continue to shape your mission statement over the coming days. Ask friends and family for input. When you land on a final statement read it often. Keep it in front of you.

Exercise adapted from author Lynette Lewis