



Mission Statement Development Worksheet

A mission statement focuses on the immediate goal of the business and what it's doing to achieve it. The first component identifies what the critical purpose or core function of the business is while the second includes value statements about how the organization should act.

Step 1: Define the critical purpose or core function of your business by asking yourself: Who are we? What do we do? What is the farm's core function or purpose for existing? What is something we are uniquely good at? Who do we serve? What do we do for them?

Question 2: Convey the value the business brings and how the business achieves it by asking yourself: How do we do it? How do we put our established values into action to achieve our purpose/function? What is our common philosophy? It is helpful to utilize your business values statements from the previous Business Values Exercise Worksheet.

Step 3: Combine 1 & 2 into a short statement that captures what your business is trying to achieve or work towards.

Next Steps: Now that you have created your mission statement, the next step is to craft your vision statement. The "Creating Your Vision" exercise can be found on farms.extension.wisc.edu. You may also want to display and share your mission statement with business partners, employees, and customers.

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