| Action Planning: Mission                                                                      | Project: _            |                           |
|-----------------------------------------------------------------------------------------------|-----------------------|---------------------------|
| 1. Brainstorm the answers to these three que                                                  | estions:              |                           |
| What are you going to do?<br>(Products or Services)                                           | For whom? (Customers) | To what end?<br>(Purpose) |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
| <u>                                     </u>                                                  |                       |                           |
| 2. Use your brainstormed lists to draft a mission statement that answers all three questions. |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |
|                                                                                               |                       |                           |

Mission Worksheet - Appendix A