# **6 STEPS TO CREATE A MISSION STATEMENT**

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| **STEPS** | **INPUTS**What do you start with? | **OUTPUTS**What do you end up with? |
| **1:** Ask Questions | Start asking questions, like:* What is it we do?
* What do we create?
* Why does it matter?
* Who does it matter to?
 | Insights like:“What you do for who”“How your company can differentiate itself”“What makes your business special” |
| **2:** Brainstorm Based on Your Answers | Words you came up with during your initial conversation | Phrases that start to make sense |
| **3:** Cull Your List of Words | Words and/phrases  | Best phrases narrowed down |
| **4:** Create a First Draft | Best phrases and new ideas | Starter mission statements in your own words |
| **5:** Get Feedback | Draft statements to get feedback on | Insights on what to change or improve; feedback on how others feel about your mission |
| **6:** Finalize & Share It | Insights and suggestions | Your final mission statements(repeat steps 4-6 until final) |