# **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) |