

DEVELOPING YOUR MISSION STATEMENT

WHAT?

What overall goals do we want to accomplish? What overall image do we wish to project and support? What distinguishes our organization and what we have to offer?

HOW?

How do we accomplish our overall goals?

WHY?

Why are we trying to accomplish these overall goals? Why will people work to achieve superior performance?

RESULTS?

In what measurable ways will our members benefit? In what ways will the people and organizations/institutions they serve benefit?

STATEMENT

Convert your responses into powerful statements you can weave together into one compelling mission statement.

Worksheet originally developed by Caryl Stern for the 1987 NACA Student Government Workshop.