

Refining Your Mission

The importance of having a clear, inspirational mission statement has been amply demonstrated. But not all of us are inspirational writers. So here are three questions you can ask yourself about your business (or your team, or your department, depending on where you're at) that will help you get a more rounded view of your mission. Use this sheet to make notes and explore possibilities.

1. Who do we serve?

Whose problems are you really solving? Whose suffering are you alleviating?

2. What is the Good We Bring?

Why will the world be better if you succeed?

3. What Will be Different?

What will be true when you've succeeded that isn't true today? What is that your company is bringing into being? Picture a world where EVERYBODY uses your product or service. What's possible in that world? What's available to the people who live there that isn't in this world?