**Play #6 Exercise: Writing Your Mission Statement**

1. Using the examples in this Play and one of the templates below, write your Mission Statement. Remember to include your company’s core purpose for being. Make sure to detail your company goals in relationship to your customers, employees, and owners.

**TEMPLATE 1:** The mission of [Company Name] is to offer our customers [name your offered products and services using phrases such as *competitive prices*, *great service*, and *best quality*]. The company will earn a profit and increased value for its owners and provide a [list the qualities of the working environment] work environment for its employees.

**TEMPLATE 2:** [Company name]’s mission is to [build or offer] the highest quality [name your offered product or service]. We will provide our employees with [list of monetary and non-monetary benefits that employees will experience] and our owners with a significant return on their investment. We will be good neighbors by giving back to the community through [names of various Corporate Social Responsibility activities].

1. Have employees, friends, and business associates review your Mission Statement. Record their names and feedback.
2. Use their input to edit the Mission Statement.