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THINKBIGACADEMICS MISSION STATEMENT TEMPLATE



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This simple document is used to Help you with forming the mission statement your business lives by.

We recommend one to three sentences that sums up what your business is about.

Some mission statements share values while others state goals or the vision the company was created for.

Regardless of the style you choose there are **four points** we choose to cover in the creation of your mission statement.

1. **Memorable** – If no one in your future office can remember it or even you something is wrong.
2. **Descriptive** – Must sum up what it is you do and cause the listener or reader to want more.
3. **Short** – Get to the point! Who has time for your complete vision in a short-timed situation
4. **Differentiate** – Your mission statement is not to be confused with a slogan like “Just Do It”

Your mission statement can also be used on the front page of your website or you can choose a tagline that accentuates the business purpose.

The first section of the template has a couple of mission statement examples to review.

If you think this template has been helpful drop by my website and share some appreciation.

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Mission Statement Examples

ThinkBIGradio – Empowering those who choose to listen

PBS – To create content that educates, informs and inspires.

American Heart Association – To build healthier lives, free of cardiovascular diseases and stroke

March of Dimes – We help moms have full term pregnancies and research the problems that threaten the health of babies.

Make A Wish – We grant the wishes of children with life threatening medical conditions to enrich the human experience with hope strength and joy

Amazon.com – To be earths most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

Walmart – We save people money, so they can live better.

Mission Statement Examples End

The next two pages are for you to be creative with your mission statement until you can get it down to what feels right.

*Studies have shown that it takes at least seven thought out attempts to create a memorable mission statement.

WHAT IS YOUR MISSION STATEMENT?

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Do You Have A Tagline?

Notes: To LOGO or NOGO

*Studies have shown that it takes at least seven thought out attempts to create a memorable mission statement.

* People make stuff up every day. (like I did just then) I don't know or care to know how many attempts it takes to do anything. **Just place Studies Show or Scientific Tests** in front of something and most people believe without question....THINK...then thinkBIG!

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