

Mission Statement Checklist

Each bullet represents an essential component of a mission statement. Use this checklist to assess the effectiveness of your current mission statement or as a guide to craft a new one.

- Describes what an organization is.
- Answers why an organization exists.
- Identifies the products or services produced.
- Includes values or goals of the organization.
- Includes target audience(s).
- Short and to the point.
- Easy to remember.
- Clear to insiders and outsiders of the organization.
- Focuses on what the organization does best.