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| **PROCEDURES** | **ACTIVITY** | **ANSWERS** |
| 1. **Ask questions** | Identify what your  organization does, what your  organization creates, and who  the products and services are  geared towards. |  |
| 1. **Discuss answers** | Write down the ideas, words,  and phrases that the answers  in step one inspires. |  |
| 1. **Edit ideas & keywords** | Start to narrow the thoughts  and keywords from your  discussion. |  |
| 1. **Draft mission statement** | Begin drafting mission  statements.  Try creating several. |  |

Answer these questions to find details and structure for your mission statement.

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| **Final Mission Statement** |
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**Instructions:**   
Mission statement should be a brief paragraph accurately explaining why your business operates, and how it foresees the future. It should declare a business core purpose which would be normally unchanged It must be a living document free of jargon easy to understand. Answer the questions above to start the discussion.

Here are some **additional questions** which may be helpful to you:

* What is the purpose of your organization?
* What are we doing?
* What values do we have?

Mission statement should:

* Express the purpose in a way that inspires and support ongoing commitment
* Motivates all who are connected to the business
* Easy to understand and to the point
* Proactive in how the business operates

It demonstrates to costumers the range and nature of products, quality, service market placing and potential growth, as well the relationship between staff and external relations

*Nestle’ example:*

*At Nestlé, we believe that research can help us make better food so that people live a better life. Good Food is the primary source of Good Health throughout life. We strive to bring consumers foods that are safe, of high quality and provide optimal nutrition to meet physiological needs. In addition to Nutrition, Health and Wellness, Nestlé products bring consumers the vital ingredients of taste and pleasure. As consumers continue to make choices regarding foods and beverages they consume, Nestlé helps provide selections for all individual taste and lifestyle preferences. Research is a key part of our heritage at Nestlé and an essential element of our future. We know there is still much to discover about health, wellness, and the role of food in our lives, and we continue to search for answers to bring consumers Good Food for Good Life*.