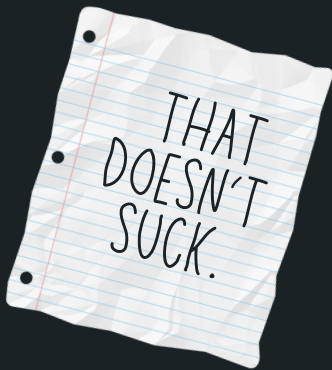


How to write a great Mission Statement:



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The reality is that most employees can't remember their **company's mission statement.**

This doesn't mean that the idea behind a mission statement is flawed – far from it, but it does mean that most people get them wrong... dead wrong.



Your mission statement should be able to finish this sentence:



WE EXIST TO [YOUR MISSION STATEMENT]

Here's an example from Airbnb:



**WE EXIST TO [HELP CREATE A WORLD
WHERE YOU CAN BELONG ANYWHERE]**

Think of this statement as Airbnb's "north star." It's the 'why' behind what they do as a team and company.

Mission Statement vs Vision?

If your mission statement answers the question, **“Why do we exist?”** then your vision answers the question, **“Where are we going?”**

Your company’s vision describes where you want to be in 3, 5, 10, or even 20 years into the future.

The mission is the north star, and the vision is the points along the way.

Step 1. Nail the Formula

When you're creating a mission statement, think of it like a formula:

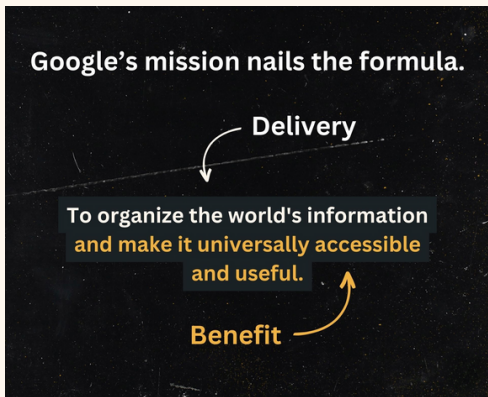
MISSION STATEMENT = BENEFIT + DELIVERY

Benefit: What's the benefit your business is providing to the world?

Deliver: How will you deliver that benefit?

When you combine both benefit and delivery, it results in a single sentence that explains why you exist as an organization.

Take **Google**, for example...



Step 2. Nail the Format

Your mission statement should be memorable, repeatable, and inspirational. So, we want to eliminate anything that comes off as vague, wordy, or too corporate.

Think: T-shirt worthy.

It should be badass enough to put on the front of a t-shirt.

Flawed Mission Statement

Example 1:

**TO MAKE A POSITIVE IMPACT
IN THE WORLD.**

This mission statement example is an admirable goal, but it's way too vague and tells us nothing about how they plan to deliver this benefit.



Flawed Mission Statement

Example 2:

**TO BE THE #1 COMPANY IN
OUR MARKET.**

This is more of a vision than a mission statement.

It's missing the benefit piece of the equation, resulting in an uninspired phrase (that's definitely not t-shirt-worthy).

Second, it's missing the delivery piece (the "how"), leaving consumers confused about what your mission actually is.

Flawed Mission Statement

Example 3:

TO CREATE A SHOPPING EXPERIENCE THAT PLEASES OUR CUSTOMERS: A WORKPLACE THAT CREATES OPPORTUNITIES AND A GREAT WORKING ENVIRONMENT FOR OUR ASSOCIATES: AND A BUSINESS THAT ACHIEVES FINANCIAL SUCCESS.

First off, it's way too long. No one will ever remember this rambling sentence.

Plus, the benefit is pretty weak and limiting.

P.S. This one is Albertson's mission statement



By now you can see that creating a rock solid mission statement is absolutely doable if you:



**NAIL THE FORMULA:
MISSION = BENEFIT + DELIVERY**



**NAIL THE FORMAT:
MAKE IT T-SHIRT WORTHY**

If you already have one, that's ok.

Take this information to stress test what you already have.

It's never a bad idea to refine and allow your mission statement to mature with your company.

10 Great Mission Statement Examples:

1. **Adobe:** To change the world through digital experiences.
2. **Airbnb:** To help create a world where you can belong anywhere.
3. **Amazon:** To be Earth's most customer-centric company.
4. **Coca-Cola:** To inspire moments of optimism and happiness.
5. **Coursera:** We envision a world where anyone, anywhere can transform their lives through learning.



- 6. Dove:** To make beauty a source of confidence, not anxiety.
- 7. Dropbox:** To simplify the way people work together.
- 8. Etsy:** To keep commerce human.
- 9. Gofundme:** To help people help others.
- 10. Instagram:** To capture and share the world's moments.

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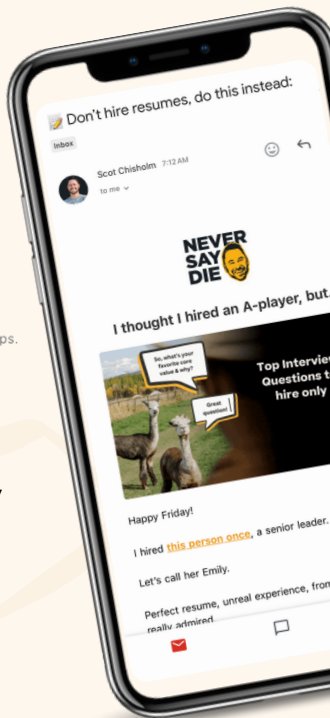


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