

MISSION STATEMENT WORKSHEET

RESPOND TO THE FOLLOWING STATEMENTS	YES	NO
The mission statement is a statement of our company's purpose.		
The mission statement fits the current market environment.		
The mission statement is based on our core competencies. <i>(A core competency is a unique strength.)</i>		
The mission statement is motivating and inspires employee commitment.		
The mission statement is realistic.		
The mission statement is specific, short, sharply focused and memorable.		
The mission statement is clear and easily understood.		
The mission statement says what the company wants to be remembered for.		

If you answered "no" 4 or more times, consider reworking your mission statement.