

# Creating Your Career or Business Mission Statement

## By Kathleen Barton, MBA

Why do you need a career or business mission statement? Your mission clarifies your purpose. It defines what you offer, to whom and why. It is a guiding statement that provides focus and direction. It should inspire you to achieve success. The process of writing a mission statement requires that you think about what you want to accomplish, for whom and why. It clarifies the value you bring to your customers and your organization.

Your mission statement answers the questions, “What? Who? And why?” Your business mission statement defines your products and services, your target market, and the benefits that you provide. It includes the following elements:

- **What** product or service you sell
- **Who** your customers are
- **Why** you customers buy from you

Donna Fisher, in her book, *People Power*, suggests that your career mission statement include the following elements:

- **What** you do that is of value
- **Who** benefits from what you do
- **Why** you are the best person to do what you do

Here is my business mission statement.

“We empower working professionals to live a life of purpose, balance, and achievement. We do this by giving dynamic keynote presentations, interactive workshops, and powerful coaching. As a result organizations gain more motivated, productive, and loyal employees.”

Here are a couple other examples of mission statements:

- Cash Flow Solutions provides individuals and small businesses with the knowledge and skills to optimize their financial assets and gain empowerment towards financial freedom.
- My career mission is to use my knowledge management to provide the most thorough, up-to-date information to my customers in a timely manner.

Now it's your turn. Answer these questions to craft your business or career mission statement.

- What is the product, service, or skill that I offer?
- Who benefits from it?
- What is the value of what I have to offer?

When you write your business or career mission statement, you'll gain motivation, clarity and focus.

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