



— MISSION STATEMENT —
MAPPER



MISSION STATEMENT MAPPER

Every organization needs a mission statement. It is the driving force of a company, not just a brochure-filler. In just a few sentences, it says exactly who the company is, who they are not, and why they are in business.

Dave believes it is so important that he requires each team member to memorize Ramsey Solutions' mission statement.

We provide biblically based, commonsense education and empowerment that give HOPE to everyone in every walk of life.

Everything the company does is rooted in it. If a new idea doesn't fit, it won't be used—even if it has the potential to be profitable.

So whether you haven't developed a mission statement for your business yet or you just need to refine it, this worksheet is designed for you! Grab a pen, find a quiet spot where you won't be interrupted, and spend some time on it. Keep in mind that this process is more discovery than creation. Don't rush it; move slowly and think deeply about each area. We guarantee it's worth it.



STEP 1: START WITH YOU

Dave's good friend Dan Miller, a world-renown career coach and author, has been teaching people how to create powerful mission statements for years. He's a master at helping them dig down and really put their passions and purpose on paper. We're grateful to Dan for allowing us to share these tips, and we encourage you to check out Dan's book *48 Days to the Work You Love* for more great insights.

Before you write a mission statement for your business, you need to craft one for yourself. It says, in concrete terms, who you are, what's important to you, and what you want to accomplish in life.

STEP 2: YOUR SKILLS AND ABILITIES

List your skills and abilities in the space provided. Examples include organization, teaching, planning, system development, and musical talent.

STEP 3: YOUR PERSONALITY TRAITS

List your personality traits in the space provided. Examples include creative, theoretical, studious, analytical, expressive, verbal, adventurous, dominant, cheerful, playful, solemn, outgoing, and logical.



STEP 4: YOUR VALUES, DREAMS, AND PASSIONS

List your values, dreams, and passions in the space provided.

A helpful way to focus on your values, dreams, and passions is to identify two or three individuals who have been influential in your life or have contributed to your life in a meaningful way. You may consider these individuals to be mentors. Choose people you have personally known, not historical or public figures. The things you identify as significant in these people will likely be a reflection of your own values, dreams, and passions.

Who are two or three of the most significant people in your life?

What qualities do you remember and admire most in these people?

What have you gained from being around these people?



STEP 5: WRITE YOUR PERSONAL MISSION STATEMENT

Now that you have defined these three major areas, you are prepared to start working on your personal mission statement. In the space provided, write out a rough draft, drawing heavily from the memories touched in developing the three crucial areas.

The key question: What do you want your life to accomplish?

EXAMPLES OF PERSONAL MISSION STATEMENTS

I will maintain a positive attitude and a sense of humor in everything I do. I want to be known by my family as a caring and loving husband and father; by my business associates as a fair and honest person; and by my friends as someone they can count on. To the people who work for me and with me, I pledge my respect and will strive every day to earn their respect. Controlling all my actions is a strong sense of integrity, which I believe to be the most important character trait.

My mission is to provide service, products, and benefits with integrity and honesty to the medical community. I will look for opportunities to help hurting individuals and assist other professionals in a win-win manner. I will not knowingly harm or take advantage of anyone. I will use my organizing and structuring abilities in ways that provide income and pleasure for my family and blessings to those around me.

My mission is to exercise my creativity and innovative ideas by developing songs, books and products that change lives and society for the better. I will use my talents and abilities consistently. I will not hide them simply because they will not always be immediately recognized. I want all of my work to be a product of God's inspiration and a blessing to the world. I will be loyal to family, friends, and God.



STEP 6: WRITE YOUR COMPANY'S MISSION STATEMENT

Now it's time to create your company's mission statement. Remember, it doesn't have to be perfect, but it needs to accurately reflect your business. You can tweak or update it down the road. Some of the best advice we've heard about crafting a company mission statement is from legendary entrepreneur Richard Branson. "You need to explain your company's purpose and outline expectations for internal and external clients alike," he says. "Make it unique to your company, make it memorable, keep it real, and, just for fun, imagine it on the bottom of a coat of arms."

- » **To start, ask yourself the following questions.**
- » **What is the purpose of my business?**
- » **Who are my customers?**
- » **How do I differ from the competition?**
- » **What are the company's core values?**

Use the area below to write your mission statement.



EXAMPLES OF BUSINESS MISSION STATEMENTS

Starbucks: To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time.

Honest Tea: Honest Tea seeks to create and promote great-tasting, healthier, organic beverages. We strive to grow our business with the same honesty and integrity we use to craft our products, with sustainability and great taste for all.

Airbnb: Airbnb aims to connect millions of people in real life all over the world, through a community marketplace—so that you can Belong Anywhere.

Southwest Airlines: The mission of Southwest Airlines is dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride and company spirit.

Twitter: To give everyone the power to create and share ideas and information instantly, without barriers.

Microsoft: Our mission is to empower every person and every organization on the planet to achieve more.

KEY WORDS

Still stuck on that final draft? Here are some of the most popular words used by more than 300 American companies in their mission statements.

**Accelerate • Best • Build • Care • Work Champion • Value Communicate • Customers
Employees • Engage • Environment • Guide Growth • Leader • Make • Profit • Quality
Service • Solve • Transcend**

NEXT STEPS

To help you on your path to becoming a better business leader, check out the resources EntLeadership has to offer:

ENTRELEADERSHIP PODCAST

Our highly rated EntLeadership Podcast features interviews with some of the top business and thought leaders across the country. EntLeadership.com/podcast

ENTRELEADERSHIP ADVISOR

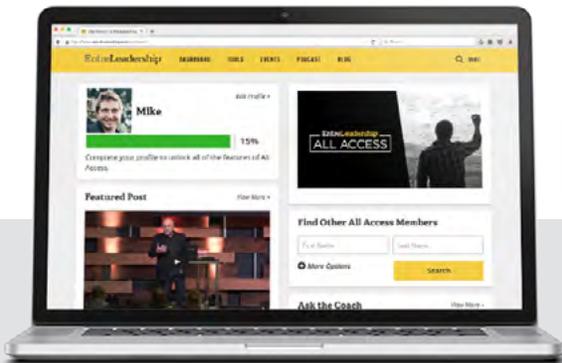
Watch your email inbox to receive Dave Ramsey's EntLeadership newsletter twice a month.

UPCOMING EVENTS

EntLeadership 1-Day: EntLeadership.com/E1D

EntLeadership Summit: EntLeadership.com/Summit

EntLeadership Master Series: EntLeadership.com/EMS



EntLeadership
ALL ACCESS

Want to put into place the principles you've learned today?

All Access, our coaching program, features:

- » Weekly eCoaching with on-demand playback
- » Mastermind groups with fellow small-business owners
- » EntLeadership Master Series video lessons
- » Access to our coaches via office hours

EntLeadership.com/allaccess