

To develop an effective mission statement, ask yourself these questions:

- Why does my company exist? Who do we serve? What is our purpose?

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- What are our strengths, weaknesses, opportunities and threats?

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- Considering the above, along with our expertise and resources, what business should we be in?

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- What is important to us? What do we stand for?

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Now that you've answered those questions, you are ready to write your own mission statement. Use the area below.

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