

Mission Statement Worksheet

A mission statement is the foundation of your organization's strategic plan. It defines your purpose, core values, and vision for the future. Throughout the worksheet, you will:

- Understand why a mission statement is crucial for guiding your farm's direction and decision-making.
- Identify the essential elements that make an effective mission statement, such as clarity, inspiration, and alignment with your farm's values.
- Use provided template below to create a mission statement that accurately reflects your organization's identity. Engage in exercise below to refine and enhance your statement.

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| What does your company do? | |
| How does your company do it? | |
| Why do you do what you do - what's your spark, passion, and/or purpose? | |
| What values are guiding you? (Local, family-owned, sustainable, customer service, etc.) | |
| Who should know, follow and believe in your mission statement? (Employees, vendors, customers, professional advisors, neighbors, etc.) | |

Draft your mission statement below:

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