

Mission Focus Map

A clarity tool to zoom in on what really matters this month — no fluff, no overwhelm.

Purpose:

This isn't a full strategy session — and it's not meant to be.

The Mission Focus Map is your space to define the core priority you're rallying around this month (or quarter), so you and your team can move with intention.

It helps you strip things down to what really matters and map out the few key actions that will actually get you there. Perfect for small teams, solo leaders, or internal project squads.

How to use it:

1. Make a Copy

Click File > Make a copy to save your own editable version. You can rename it with the date, project, or simply a month or quarter.

Prefer it offline? You can download it as a PDF or doc (File > Download), or even print it — but we made sure it works great as a digital journal, so you don't have to.

2. Fill It Out Intentionally at the start of month or quarter.

You don't need to overthink it. Just use it to pause, reflect, and align. It's about clarity — not performance. Use it solo or with your team.

1. Mission Anchor

“What are we really working toward this month?”

This is your guiding star – write 1 clear outcome or milestone.

E.g. Launch X campaign, onboard Y new clients, hit revenue target Z.

2. Top 3 Strategic Priorities

“What will actually move us closer to the mission?”

Focus on leverage. List your 3 key priorities or projects.

 *Example:*

1. Finalize and launch landing page for Offer X
2. Train team on new onboarding system
3. Plan and schedule 3 Q2 content pieces

1.

2.

3.

3. Metrics That Matter

“How will we measure success?”

List 1-3 key metrics — these can be numerical or qualitative.

 Example:

- 5 new clients booked
- Campaign conversion rate above 10%
- Team reports feeling clear and confident (morale 4/5+)

1.

2.

3.

4. Known Challenges or Risks

“What could block progress — and how can we mitigate it now?”

 Example:

- Risk: Launch date slipping → Mitigation: Pre-schedule assets
- Risk: Team fatigue → Mitigation: Friday deep work day

Risk	Mitigation	How high is the
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		risk?

5. Support & Resources Needed

“Who or what do we need to make this successful?”

This helps you clarify asks, budget, tools, or approvals needed early.

What	When	Who?

6. Key Dates & Milestones

“What are the moments that matter this month?”

 Example:

-  Campaign launch – May 6
-  Team sync – May 13
-  Final review – May 29

What	When	(Why?)

7. Commitment Statement

“If we only achieve one thing this month, let it be...”

This helps ground the month in focus, not busyness.

