

## Have a Mission Statement

A mission statement states the purpose and values of your organization. It details what your startup does for its shareholders, including customers, employees, and owners, and how it plans to make good on its promises and connect everyone to your brand. This statement is usually brief, summed up in one sentence, inspiring, and uses inclusive language.

Start from the beginning when writing your mission statement. Detail who or what your business is, describe what the business does, and outline how the business does it. Answering these questions will allow you to define your “why” for being in business and allow you to better share your purpose. As you gradually define your purpose, you may find that your answers begin to express your core values. Write down the values that matter to you and your business.

For example, you would not simply say in your mission statement that you sell a plant-based snack food. You might emphasize that your snack foods are nutritious or made with cruelty-free ingredients. Or you may also wish to emphasize how these wholesome snacks are available for everyone to enjoy and that the business commits to a bottom line of sustainability. Focus on one or two core values for inclusion in your mission statement.