

Mission Statement Dos & Don'ts Checklist



- ☐ Do use language your audience uses. Don't use jargon.
- ☐ Do bring on the feels. Don't be overly logical or cold.
- ☐ Do communicate the "why" and "how." Don't share just the "what".
- ☐ Do be concise. Don't write a novel.
- ☐ Do write a single, powerful statement. Don't write a rambling paragraph.
- ☐ Do be specific. Don't be vague.
- ☐ Do make it unique and memorable. Don't make it generic.
- ☐ Do surprise people—add in wit and charm. Don't be dull.
- ☐ Do make it actionable. Don't make it hard to quantify.
- ☐ Do make sure it flows and sounds good spoken out loud. Don't include too many clauses or make it hard to say.