



HubSpot

100 Mission Statement Templates & Examples

Real mission statements from businesses that span 10 different industries.



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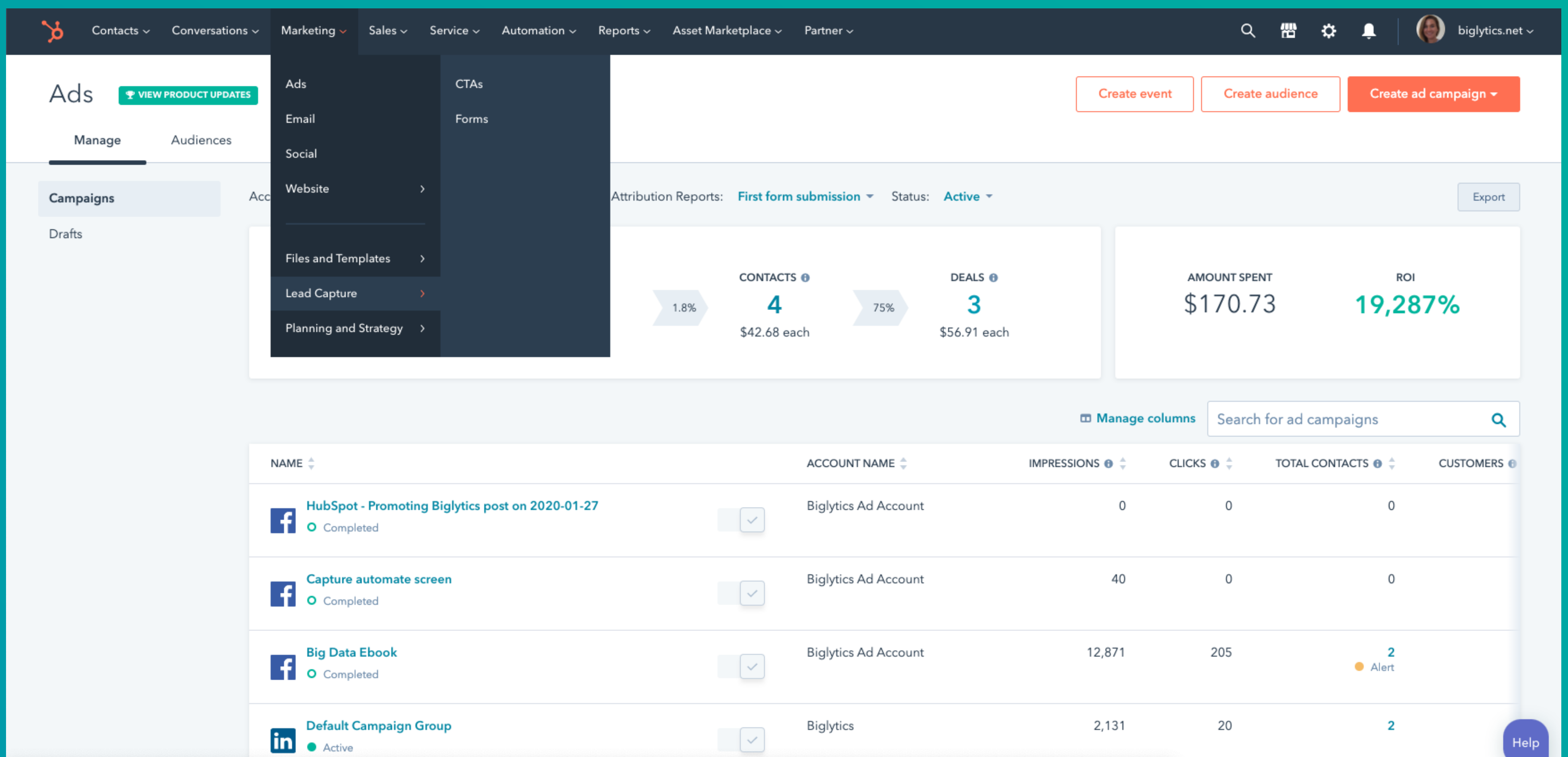
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Introduction

If you went out of business tomorrow, what would happen? Who would care? What problem would there no longer be a solution for? How big of an impact would it have on other businesses?

Without a clear mission statement, it's hard to consider these outcomes. It's hard to place a finger of exactly what it is that you do and why you do it. And it's hard to evaluate your worth and where your business fits into the larger landscape.

That's because your mission plays an extremely pivotal part in your strategic planning process -- or at least they should. Without a sense of purpose and direction, it's nearly impossible to thoughtfully prepare for the future, let alone determine what plays you should be running each month.

What Is A Mission Statement?

Think of your mission statement as a business tool -- one that is directly tied to your larger business plan and is designed to signal exactly why your business exists.

Your mission statement should be inspirational enough for your team to find purpose in, but also direct enough to serve as a filter for making important business decisions. Additionally, your mission statement should encapsulate the product or service you deliver, the audience you deliver it to, and the problem it solves.

Sounds like a lot to boil down into one statement? We'll break the process down into actionable steps in the following chapters, but for now, let's zoom in on the overall theme here: Finding your "why."

Finding Your "Why".

When it comes to finding your "why," we'd be remiss not to mention the incredible work of Author, Speaker, and Marketing Consultant Simon Sinek.

Back in 2009, Sinek wrote "[Start With Why: How Great Leaders Inspire Everyone to Take Action](#)", a book about finding and leveraging inspiration in our everyday work. At the time, this book took the marketing world by storm, finding its way onto countless "must-read" lists, and the lessons still ring true more than a decade later.



Simon Sinek demonstrating the “golden circle” concept, where leaders are encouraged to create the foundation for their business by first addressing why they exist. (image via startwithwhy.com)

“There are only two ways to influence human behavior: you can manipulate it or you can inspire it.”

“There are only two ways to influence human behavior: you can manipulate it or you can inspire it. Very few people or companies can clearly articulate *WHY* they do *WHAT* they do. By *WHY* I mean your purpose, cause or belief - *WHY* does your company exist? *WHY* do you get out of bed every morning? And *WHY* should anyone care? People don’t buy *WHAT* you do, they buy *WHY* you do it,” Sinek explains in the book.

And he makes a really great point: Figuring out “why” you do something makes it easier for you, and those you work with to find fulfillment in doing it. And when you see the value in what you’re doing or offering, it becomes easier for your customers to buy-in to that mission.

How to Create a Mission Statement

How to Create a Mission Statement

1) Ask yourself: Why do you do what you do?

Do you know your company's "why"?

When we look back to the work of Simon Sinek (mentioned above), defining why you do what you do is often the most enlightening aspect of this mission statement exercise. And he urges businesses to start here before going on to define their "how" and "what." Sinek explains that this is because, "people don't buy what you do. They buy why you do it." And this is a really powerful concept.

If you can get people to believe in your "why" the way you do, they'll quickly transform from customers or prospects to evangelists who share your values and beliefs.



2) Ask yourself: How do you do what you do?

Once you've nailed down exactly why you do what you do, your next task is to determine how you go about doing it. By answering this question, you'll also be able to draw out how the way you approach providing a solution differs from the way that your competitors approach the same, or similar, issue.

For example, you might be in the business of customer service. In this space, the "what" behind your line of work would be helping customers arrive at solutions for their problems, however, the "how" behind what you do could take shape a few different ways:

You might ...

- Offer 24/7 live chat to meet the needs of your customers when it's convenient for them.
- Assign dedicated representatives to high-value customers to ensure quality interactions.
- Offer only email communication for troubleshooting customer issues.
- Have a support line set up from 8 am - 5 pm to address incoming customer calls.
- Conduct proactive outreach to ensure customers are making the most of your product or service.

Notice the variety? That's why we suggest that you spend some time answering this question. Thinking strategically about your approach is something many businesses don't do enough, and as a result, there are often gaps or improvement areas that need to be addressed.

3) Ask yourself: What do you do for your customers?

Businesses exist to solve a problems and meet demands -- whether that means providing software to simplify your payroll, a gas pump to fuel your car, a bakery to satisfy your sweet tooth ... the list goes on.

Some businesses solve big, complex problems that have the potential to change the world, while other businesses provide a service that lends itself to a small subset of a smaller niche market. Regardless of what you business does, it's important that you have a grasp on how to articulate it in a clear, concise way.

A good rule of thumb here is to try and nail down an elevator pitch for your business. Imagine you're on an episode of the business-themed reality television series Shark Tank and you have to pitch your business to a group of investors with a low threshold for fluff, uncertainty, and unpreparedness.

How would you go about summarizing your business in this setting? What aspects of what you do can you afford to leave out?

Aim for impact and keep it simple.



Mission Statement Templates and Examples by Industry

Technology, Software, and Hardware

Technology, Software, and Hardware Mission Statement Template

1. What do you do?

At [company name] we create [specify your company's core technology, software, or hardware services and/or products].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company's product or service offers a solution for your target audience's most common pain points].

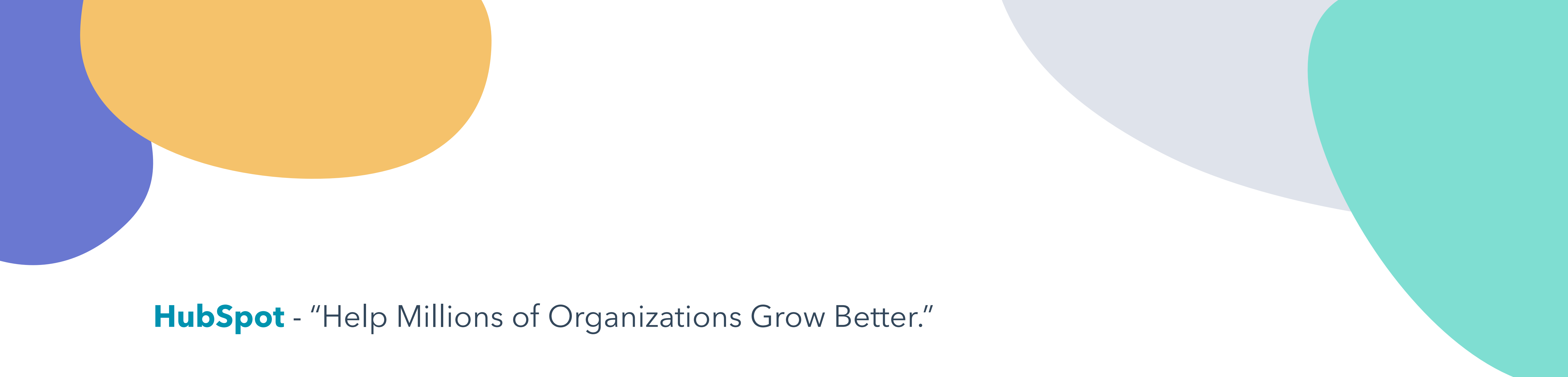
3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: help, assist, aid, work with, provide, etc.] our customers by creating [technology, software, or hardware services and/or products] that [insert value proposition/s.]

4. Edit and refine.

Example: At ABC Tasks we create task management software to help tech professionals by providing seamless workflows, easy interactive team collaboration, and total team transparency for everyone involved.





HubSpot - "Help Millions of Organizations Grow Better."

Streamlytics - "We believe data is the currency of the future. Users who drive many of today's leading internet platforms should own their data and be compensated for it."

Workday - "To put people at the center of enterprise software."

Prezi - "We're a presentation resource, on a mission to reinvent how people share knowledge, tell stories, and inspire their audiences to act."

Asana - "To help humanity thrive by enabling all teams to work together effortlessly."

Twitter - "To give everyone the power to create and share ideas and information instantly, without barriers."

Wyzer - "We're on a mission to slay the status quo. Down with lengthy, drawn-out surveys that put respondents to sleep. Down with research results that require an advanced degree to decipher."

YouTube - "To give everyone a voice and show them the world."

Urjanet - "At our very core, we are driven by a diverse team that is dedicated to innovation and is passionate about creating solutions to solve one of the biggest problems in global energy and sustainability management- a lack of reliable utility data."

Calendly - "Calendly is on a mission to take the work out of connecting with others so that our customers can accomplish more."

Azulle - "To create dependable devices and versatile cutting-edge solutions for all industries and lifestyles, while providing personalized services and unparalleled support."

GoTenna - "Decentralize connectivity and address society's ultimate last mile."

KAYA Energy Group - "Engineering, financing, and building the Caribbean's transition to renewable energy...one installation at a time."

Entrepreneurship and Education

Entrepreneurship and Education Mission Statement Template

1. What do you do?

At [company name] we provide [educational or entrepreneurial focused programs] including: [list your core services].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company's product or service offers a solution for your target audience's most common pain points].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: educate, inform, aid, teach, equip, work with, inspire, etc.] [people or students] by [insert value proposition/s].

4. Edit and refine.

Example: At Entrepreneur Academy we educate aspiring entrepreneurs about managing finances, establishing a strong online presence, and general business fundamentals. We teach our students the most necessary practices for entrepreneurs at an affordable rate, and offer significant financial assistance for programs that can be completed at your own pace.



EnrichHER - "EnrichHER connects funders committed to putting their capital in the hands of new majority founders to highly qualified companies. We're not venture capital, we're the new way for existing successful businesses to grow."

Parallel18 - "Parallel18 offers Puerto Rican and international entrepreneurs access to high-quality business training, mentors, business contacts and investors to help them scale from Puerto Rico."

Founder Gym - "Founder Gym uses entrepreneurship to shift wealth into the hands of underrepresented founders and the communities they serve."

Black Women Tech Talk - "We're here to identify, support and encourage black women to build the next billion dollar business."

Spotlight

Lil Libros - "In a world with a shortage of bilingual books for children, two mothers began their mission to introduce bilingualism and Latin American culture through picture board books."



Harvard - "To educate future leaders is woven throughout the Harvard College experience, inspiring every member of our community to strive toward a more just, fair, and promising world."

LinkedIn - "To connect the world's professionals to make them more productive and successful."

MathSP - "To build our students' confidence as self-sufficient, lifelong learners so that they're able to confidently and competently tackle the educational challenges that lie ahead in college and in life."

Incluzion - "To provide Black and Latinx talent with the resources and support that they need to thrive as remote and freelance professionals."

Spotlight

School of Rock - "we are a growing and passionate community dedicated to enriching lives through performance-based music education."



The Lit. Bar - "It is my mission that with the power of literature, to restore kings & queens to their thrones..."

Consumer Products

Consumer Products Mission Statement Template

1. What do you do?

At [company name] we create products such as: [list your core products].

2. How do you do what you do?

Our products are for [target audience] that want [list 2-3 concise value propositions that clearly explain how your company's product offers a useful or enjoyable product for your target audience].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: offer, sell, provide, give, etc.] our customers quality products that [insert value propositions].

4. Edit and refine.

Example: At Paw Lovers we create sustainable food, grooming, and toy products for cats and dogs. We offer quality products to cat and dog owners that want to give their pets organic and sustainably sourced food, grooming essentials, and toys.



La Basketery - "La Basketry wants to celebrate all things woven - be it inspiring you to weave and craft your own creations at one of my workshops, or to purchase a beautiful piece made by a skilled artisan online."

Fenty Beauty - "Beauty for all"

Spotlight

MDISN - "MDISN encompasses the cross between the expectancy of femininity, sensuality, and urban wear."



IKEA - "To create a better everyday life for the many people."

Warby Parker - "To offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses."

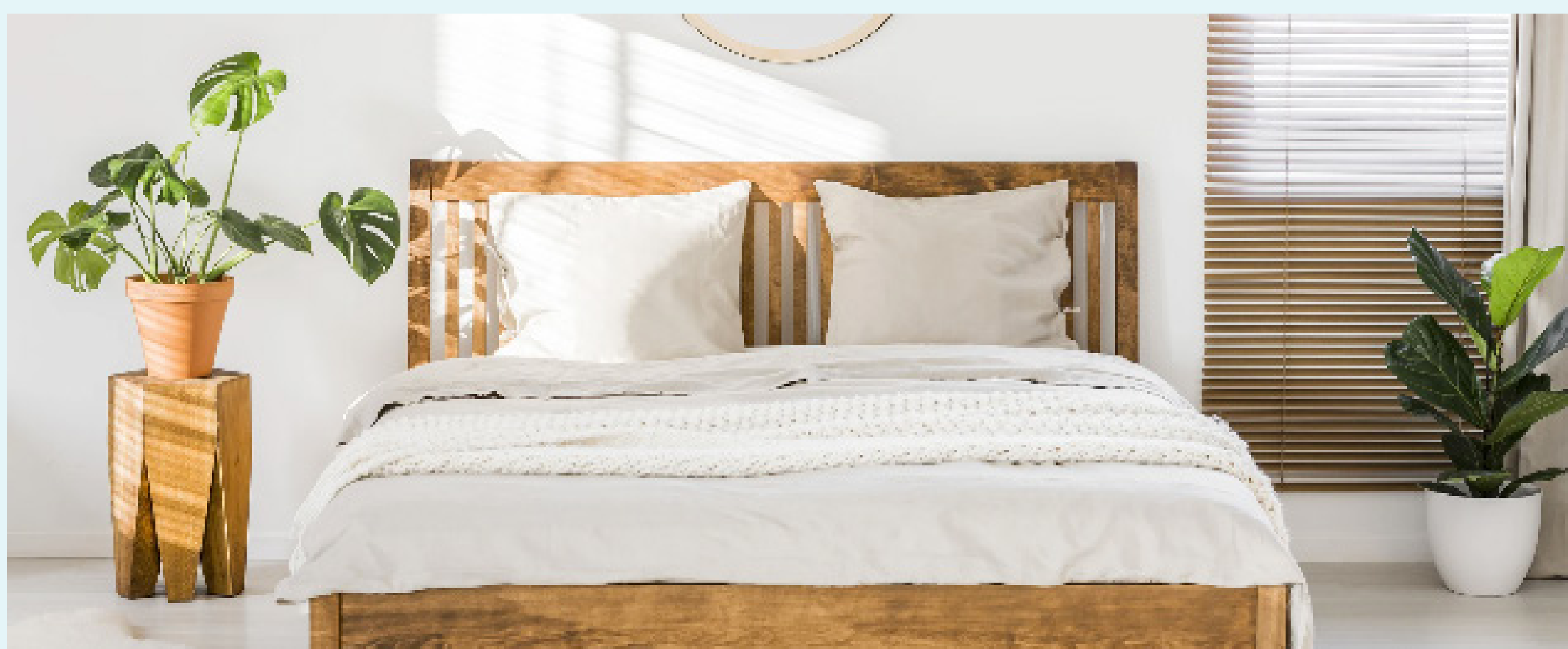
Bloomer Health Tech - "To eliminate data gaps in healthcare and our vision to enable personalized, data-driven medicine across gender and race."

Life is Good - "To spread the power of optimism."

Tropical Popical - "Live your tropical life."

Spotlight

House of Kato - "Our mission is to bring the joys of plants and nature to the urban home across the UK."



Patagonia - "We're in business to save our home planet."

Eight - "Optimize sleep to perfection"

Tesla - "To accelerate the world's transition to sustainable energy."

Viva La Bonita - "Where the women are fearless"

Marketing and Branding

Marketing and Branding Mission Statement Template

1. What do you do?

At [company name] we provide [marketing, advertising, and/or branding services] including: [list your core services].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company's product or service offers a solution for your target audience's most common pain points].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: streamline, help, optimize, grow with, scale, etc.] small businesses through [insert value proposition/s].

4. Edit and refine.

Example: Small Business Marketing provides digital marketing and branding services including: PPC, SEO, and content, social media, and brand strategy. We grow independent small businesses through expert-level ideation, meticulous project execution, and by capturing real-time measured results.



Creative Juice - "Every problem is an opportunity for a creative solution: Using our unique perspective, we create fun, bold, forward-thinking design solutions for all of our clients."

Havilah Creative - "Going above and beyond to help you skyrocket your business."

Jill & Gill - "We aim to create meaningful and impactful products and experiences that give a sense of value in what it means to invest in Irish Design."

H&G Creations - "We offer a highly creative, bespoke service that will help clients and companies impress their audiences or guests and stand out from the crowd."

Project - "Our mission is to inspire, provoke and challenge through great art."

Studio Badu - Our philosophy is simple: to treat each project in a contextual and holistic manner while embracing individuality and innovation.

Spotlight

Search Hermit - "SEO Strategy for BIPOC- & Women-Owned Businesses."



Financial Services

Financial Services Mission Statement Template

1. What do you do?

At [company name] we provide financial services including: [list your core services].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how you provide a service for your target audience.]

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: analyze, inform, aid, work with, educate, commit, promote, increase, decrease, etc.] our customers by [insert value proposition/s].

4. Edit and refine.

Example: The SaveMoney app provides games for children to learn basic personal finance skills. We educate children by creating engaging games that show them how online banking works, and encourage them to save their game money to make purchases for personal goals they can set in the app.





American Express - "Become essential to our customers by providing differentiated products and services to help them achieve their aspirations."

Qoins - "Our mission is to help alleviate that stress and continue helping people pay off their debts faster than ever."

Citizens Trust Bank - "Citizens Trust Bank is extremely committed and continues to promote community economic growth and stability. We believe that taking care of our customers and the community through personalized engagement- we create a win for everyone."

Latinos In Finance - "To strengthen the Latinx community in the finance industry through education, connectivity, career advancement and community service."

LeaseQuery - "We help accountants and other finance professionals eliminate lease accounting errors that will lead to material misstatements through our CPA-approved lease accounting software and implementation process."

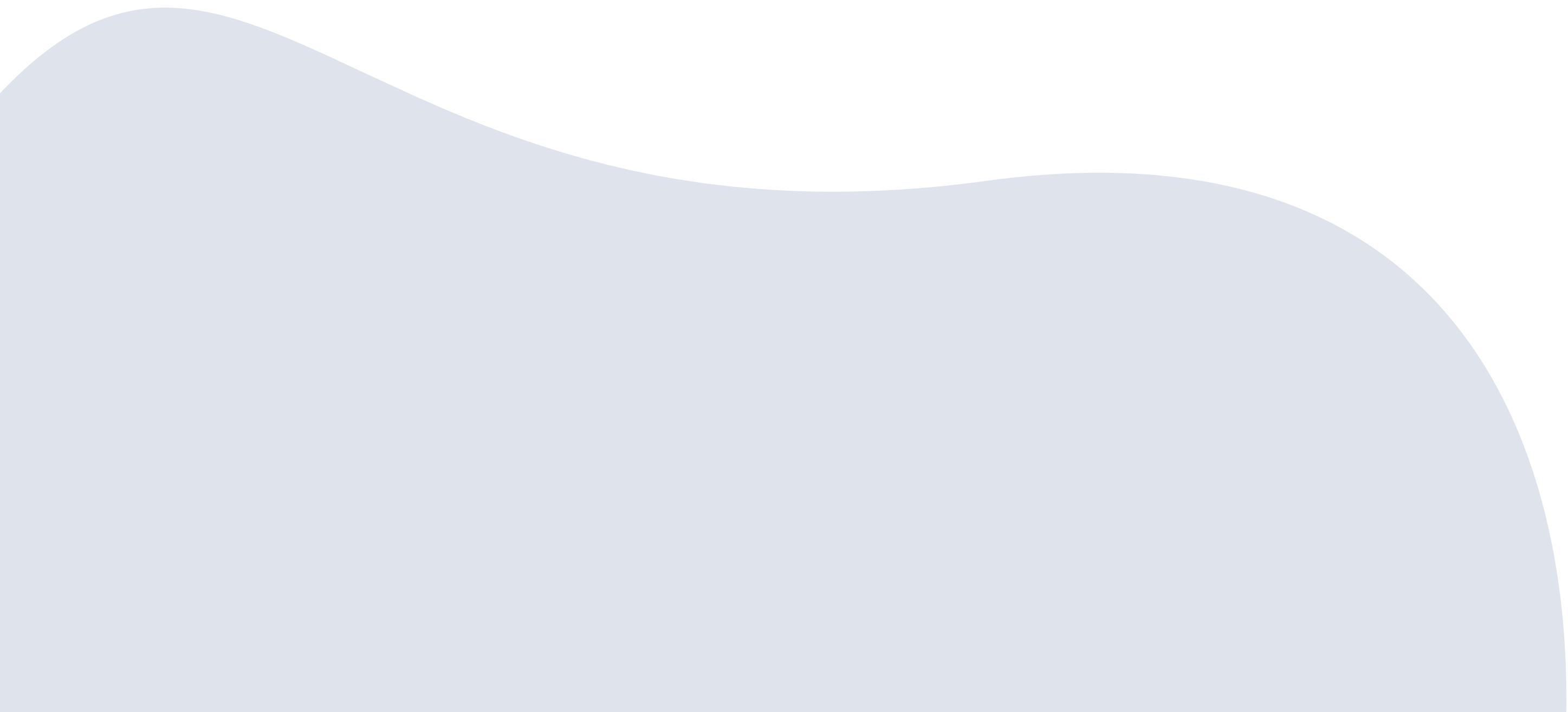
Greenwood - "Greenwood is a Black & Latino owned mobile only digital bank platform focused on ethical banking services & building wealth through community reinvestment."

Jamii - "We're encouraging people of all backgrounds to embrace the magic of our people, our culture, our past and our future. These are the ideas at our core: respect, identity and unabashed blackness."

MY Money My Future - "You make hundreds of financial decisions, we help you make the right ones."

PayPal - "To build the web's most convenient, secure, cost-effective payment solution."

Ellevest - "Get more money in the hands of women+."



Food and Beverage

Food and Beverage Mission Statement Template

1. What do you do?

At [company name] we [serve, sell, create] food and beverage products including: [list your core products].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company's offers enjoyable products that cater to your target audience's desires].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: cook, serve, prepare, deliver, sell, distribute, etc.] our customers [insert value proposition/s].

4. Edit and refine.

Example: At GoodEats we create authentic TexMex dishes. We enjoy serving patrons our famous made-to-order guacamole, laughing with them during our daily happy hour specials, and helping them relax with a live guitarist every evening.



Full Harvest - "To empower sustainability at the root level with the marketplace for surplus & imperfect produce."

sweetgreen - "To inspire healthier communities by connecting people to real food."

Toast - "We empower the restaurant community to delight guests, do what they love, and thrive during this critical time."

Honest Tea - "To create and promote great-tasting, healthy, organic beverages."

Spotlight

Portrait Coffee - "We care deeply about seeing all people being able to take advantage of the new economic opportunities being presented in our corner of the city. Our hope is that Portrait Coffee is a catalyst for new representation and growth."



Brazi Bites - "Brazi Bites is on a mission to create joyful moments through Latin-inspired foods that are naturally gluten-free and instantly loved. Inspired by Latin flavors and traditions, Brazi Bites are bringing you a clean-ingredient way to enjoy each moment with the people you love."

Sublime Donuts - "At Sublime, we present flavors and textures from around the world on a doughnut canvas."

Abbey Creek Vineyard - "IT HAS ALWAYS BEEN BIGGER THAN WINE."

Non-Profit, Charity, and Advocacy

Non-Profit, Charity, and Advocacy Mission Statement Template

1. What do you do?

At [company name] we run a [non-profit, charity, and/or advocacy organization] that focuses on: [list your core organizational focus points].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company offers products or services that cater to your target audience's desires].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: assist, aid, work with, provide, fund, encourage, endorse, etc.] [for individuals or specific cause] by [insert value proposition/s].

4. Edit and refine.

Example: JustForWhales is a non-profit organization that focuses on raising awareness for whales on the brink of extinction. We work with all people, but especially marine mammal lovers, to fund ongoing research of the most at risk whale species and to share our love for one of the world's most captivating animal species.



GoFundMe Charity - "GoFundMe Charity is a trusted leader in the online fundraising space. It enables charities like the American Heart Association, American Red Cross, and Leukemia & Lymphoma Society to raise more money, engage donors in lasting relationships, and interpret their fundraising data."

Cradles to Crayons - "Provides children from birth through age 12, living in homeless or low-income situations, with the essential items they need to thrive - at home, at school and at play."

West Queer Art - "Wearable art with a gay political edge."

Invisible Children - "We exist to end violent conflict and foster thriving ecosystems in solidarity with our world's most at-risk communities."

Boys & Girls Club - "To enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens."

TED - "Spread ideas."

Spotlight

Girls Who Code - "We're on a mission to close the gender gap in tech."



Habitat for Humanity - "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope."

Goodr - "The Goodr model aims to provide a triple-win solution by improving an organization's bottom line through charitable tax donations, reducing its greenhouse emissions from landfills and getting its edible surplus food to local communities in need."

Ladies Get Paid - "Where women learn to level up."

Spotlight

Neighborhood United - "Our organization will provide education, knowledge and access to resources that will empower the youth and families of New York City. "



TerraCycle - "The TerraCycle Global Foundation, is on a mission to address the complex challenges of the waste crisis in emerging countries around the world."

Paladin - "Whether you're a pro bono counsel, a legal service organization, or a lawyer, Paladin is here to help you do more and better pro bono."

ColorCreative - "Our mission is to discover emerging talent through various events, workshops, contests, and a referral network. We support our talent by facilitating development and production of their original scripted and unscripted content for Film, TV, and Digital. We present opportunities for distribution via our YouTube platform for increased visibility and audience building".

Healthcare and Wellness

Healthcare and Wellness Mission Statement Template

1. What do you do?

At [company name] we provide [healthcare and/or wellness products and/or services] including: [list your core products and/or services].

2. How do you do what you do?

We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company offers products or services that cater to your target audience's desires].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: help, assist, aid, improve, rebuild, heal, educate, etc.] our customers [insert value proposition/s].

4. Edit and refine.

Example: At Vitality Wellness we provide holistic wellness services and products such as: lymphatic massage therapy, natural hormone therapy, organically sourced vitamins, and more! We work with patients at every stage of their wellness journey to aid them in creating the healthiest version of themselves.



Universal Health Services, Inc. - "To provide superior quality healthcare services that PATIENTS recommend to family and friends, PHYSICIANS prefer for their patients, PURCHASERS select for their clients, EMPLOYEES are proud of, and INVESTORS seek for long-term returns."

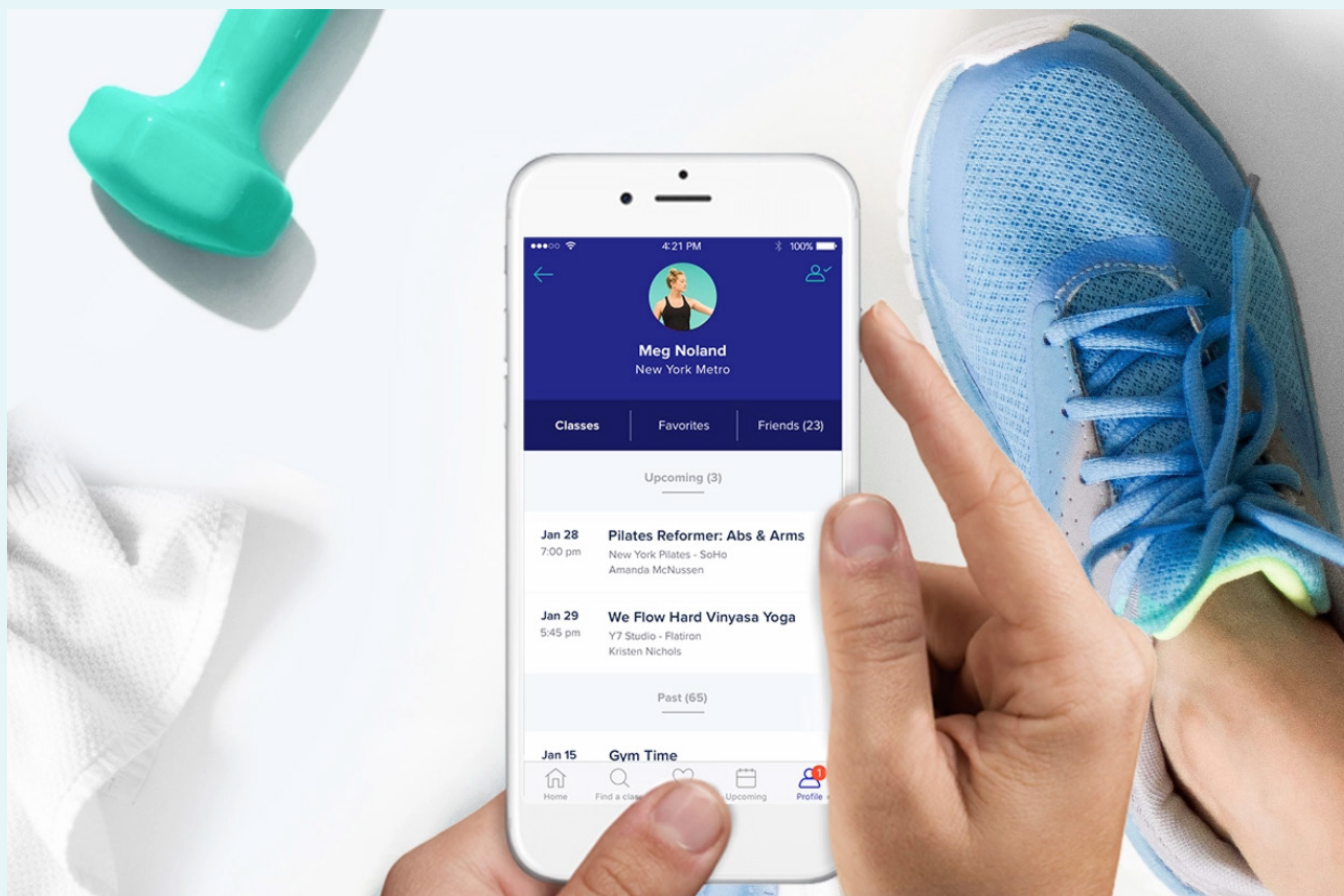
CVS - "Helping people on their path to better health."

Frsenius Medical Care - "To deliver superior care that improves the quality of life of every patient, every day, setting the standard by which others in the healthcare industry are judged."

Centers for Disease Control and Prevention CDC - "To promote health and quality of life by preventing and controlling disease, injury, and disability."

Spotlight

ClassPass - "To motivate people to live inspired lives every day by introducing and seamlessly connecting them to soul-nurturing experiences."



MD Ally - "Enable greater connectivity between EMS and the broader healthcare ecosystem."

Hutano - "We are qualified and dedicated naturopaths and nutritionists committed to helping you achieve your goals to gain optimum wellness and vitality so you can enjoy and get the most out of life."

Spotlight

Aging 100 - "Our mission is to help senior citizens reach the age of 100 and beyond by providing them with home and community-based support."



Pure Barre - "Pure Barre is more than just a barre workout; it's a lifestyle. At Pure Barre, women and men share a sense of community that inspires and empowers each others' fitness and lifestyle goals."

Care Message - "Our mission is to leverage technology to help safety net organizations fulfill the essential needs of underserved populations. We envision a world where all people regardless of income or background achieve equitable health outcomes."

Travel and Hospitality

Travel and Hospitality Mission Statement Template

1. What do you do?

At [company name] we offer travel and/or hospitality products and/or services including: [list your core product and/or services].

2. How do you do what you do?

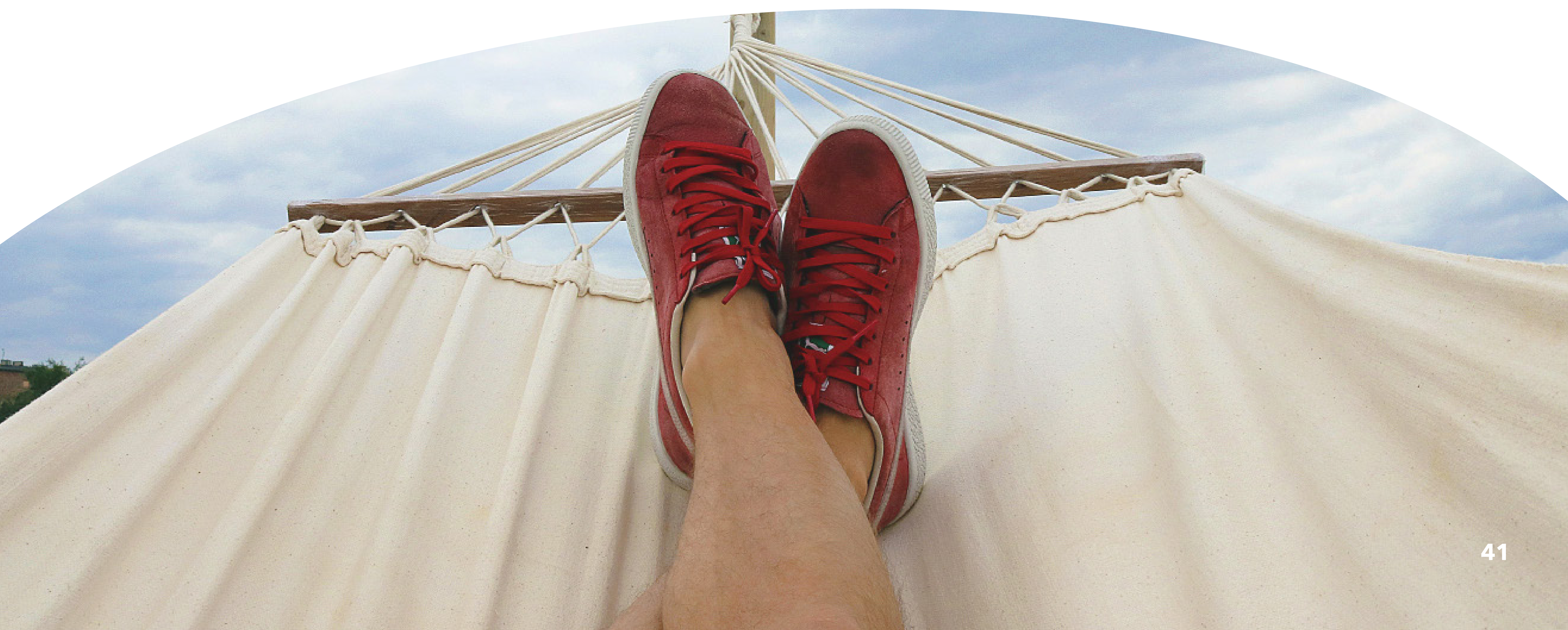
We work with [target audience] to help them [list 2-3 concise value propositions that clearly explain how your company offers products or services that cater to your target audience's desires].

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: inspire, connect, provide, assist, etc.] our customers [insert your answer from the first question].

4. Edit and refine.

Example: At Major City Tours we offer travelers from all over the world customized tours in a major city of their choice. With our carefully selected tour guides located in over 100+ major cities worldwide, we're able to connect with globtrotters everywhere and create unique experiences that will become lifelong memories.



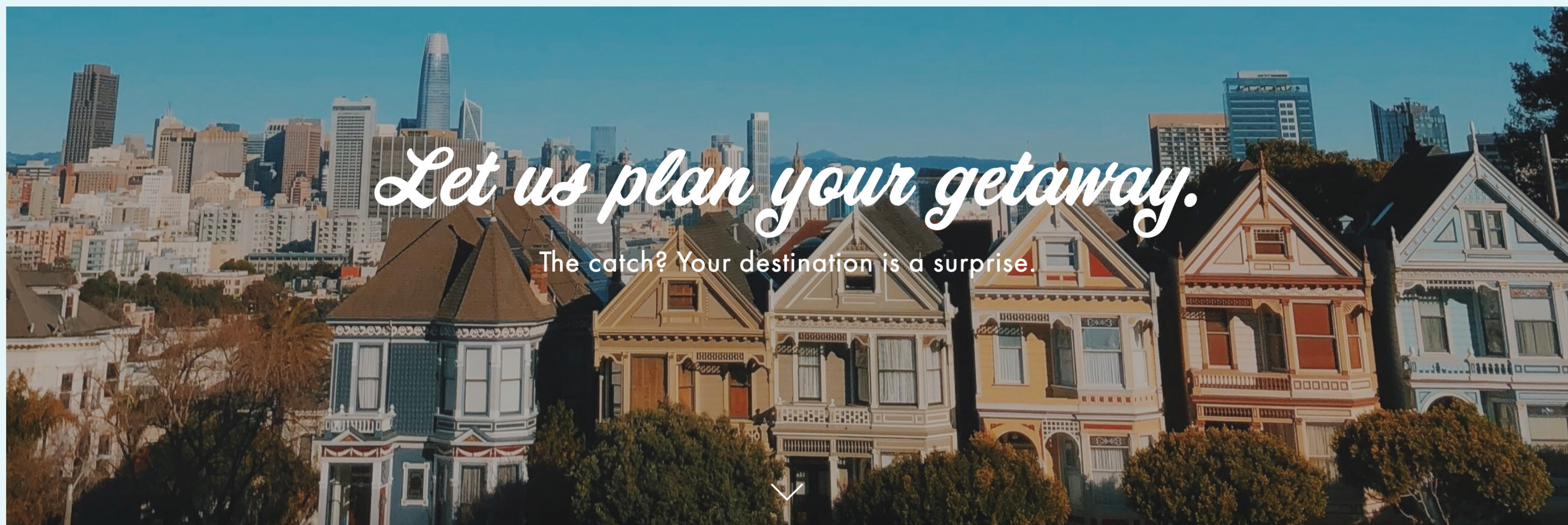
JetBlue - "To inspire humanity - both in the air and on the ground."

Lola.com - "To simplify business travel - and make it enjoyable - with modern, easy to use tools for those who are on the road most."

Travel Noire - "Travel Noire was founded with one lofty goal in mind: to make international travel more inclusive and representative for explorers of color."

Spotlight

Pack Up + Go - "Pack Up + Go encourages the pursuit of wonder, spontaneity, and exploration by planning surprise getaways that champion the traveler experience, promote responsible tourism, and create community."



Jackmont Hospitality - "To provide a fun and rewarding environment for our team, our guests and the communities we serve."

Yacht Week East Africa - "We sail for the culture and are committed to the African Diaspora."

Tech Beach Retreat - "Our mission is to be the bridge for resources between major global technology hubs and the Caribbean - this partnership grants our community access to some of the best people in technology who can be partners, advisors and investors in their business."

Entertainment

Entertainment Mission Statement Template

1. What do you do?

At [company name] we create entertaining media and events such as: [list your core services].

2. How do you do what you do?

We work with [target audience] to offer [list 2-3 concise value propositions that clearly explain how you provide an entertaining product and/or service for your target audience.]

3. What do you do for your customers?

We [insert clear actionable words and/or phrases like: entertain, captivate, support, educate etc.] our customers [insert your answer from the first question].

4. Edit and refine.

Example: 123 Media Inc. is a leading live music entertainment provider that hosts major concerts and festivals. We work with live music lovers everywhere by recruiting brand ambassadors that share our passion for music.

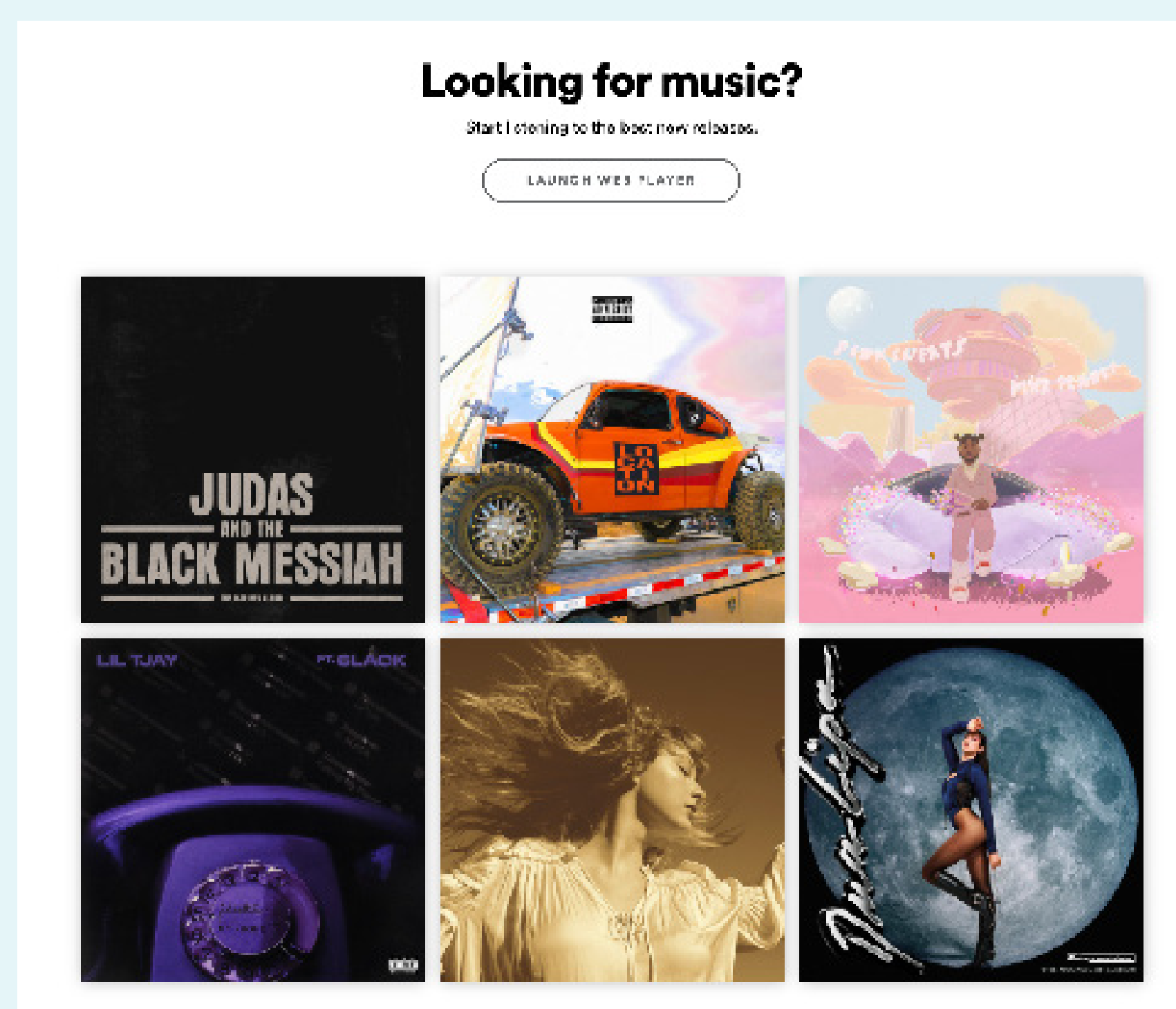


OWN - "OWN's mission is to create multiple platforms for women, men and their families with a purpose and a passion- to celebrate life, to inspire and entertain, empowering viewers around the world to live their best lives, and by doing so, lift the lives of those around them in ever-widening circles"

Warner Bros. - "Our mission is to make a positive impact on the world through initiatives that encourage youth to be storytellers, create access and opportunities for new voices, and drive sustainable production."

Spotlight

Spotify - "Our mission is to unlock the potential of human creativity – by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."



Afropunk - "Remaining at the core of its mission are the punk principles of DIY aesthetics, radical thought, and social nonconformity. AFROPUNK is a voice for the unwritten, unwelcome and unheard-of, redefining the urban experience."

Disney - "To be one of the world's leading producers and providers of entertainment and information, using its portfolio of brands to differentiate its content, services and consumer products."

ESSENCE - "Communications is the number one media, technology and commerce company dedicated to Black women and inspires a global audience of more than 20 million through diverse storytelling and immersive original content."

Conclusion

In most business environments, speed is key. Having a well-defined mission statement makes it easier for those decisions to be made at scale by providing a functional foundation for making a choice that supports the business' goals and purpose.

Additionally, if your company is large enough to where your leadership team has the ability to delegate decision making, having a mission statement provides them with the direction they need to execute effectively.

Your brand's identity is comprised of several different strategic elements that all tie back to what you do, why you do it, and how you do it differently than everyone else. In other words, your brand is far more than just your logo and the color scheme you employ on your website.

For modern businesses, strong brand recall requires you to nail your purpose and promise down to the specific emotions you want your customers and employees to feel when they think of you. And this is where a mission statement will make a world of a difference.

