

# APPENDIX 1-9

# MISSION AND GOALS

## Mission Statement

A mission statement is a set of guiding principles based on your vision and values. It describes the overall purpose of your business and may include what you do, how and why you do it, and who you want to serve. Mission statements can sometimes be used as marketing tools. Periodically review your mission statement and update it if necessary to keep your business dynamic. Write down your mission statement or some key points that you will include in your mission statement.

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## Goals

Goals can be categorized as short, medium, and long term. Goals should align with your values, vision, and mission. List your major goals in the space provided. As you write your goals, keep in mind the SMART acronym discussed in chapter 1, “Dream It”: goals should be specific, measurable, attainable, relevant, and timely.

Medium-term and long-term goals: \_\_\_\_\_

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Short-term goals: \_\_\_\_\_

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