

ELEMENTS OF A MISSION STATEMENT

- *Mission: our purpose (why we exist; the impact we want to have)*
- *Artistic Vision: the aesthetic or philosophical basis of our artistic choices*
- *Mandate: the main methods we use to achieve our mission (what we do)*
- *Organizational Vision: where we are going (what we are committed to accomplishing)*
- *Core Values: what sustains our belief in our work*

There's no need to answer all these questions literally. Use them to help create a brief statement (one or two paragraphs) about the company, describing your essential qualities in a way that clarifies what makes the company unique and uniquely valuable.