

Trust Deep

Mission Statement Template

Crafting A Simple, Effective Mission Statement

Use this guide to make your mission statement simple enough so that everyone who reads it – leadership, employees, customers – instantly knows **what you do, how you do it and why you do it.**

No fluff. No need to impress anyone – this is for **you** to clarify **your** path forward.

Just answer these statements:

1

I / We **[blank]** because **[blank]**

Example

We help business leaders clarify their mission to create authentic brands because authentic branding helps organizations reach their fullest potential to bring value to people's lives.

2

I am an expert at **[blank]**

(Can be more than one thing)

Example

We are experts at understanding how people make purchase decisions, how trust is formed and how people relate to each other.

3

My goal is to **[blank]**

Example

Our goal is to improve society by building deep, trusting relationships, whether that's businesses with their customers, business leaders with their employees or people with each other.

Then bring the elements together into one statement.

Example

Our Mission:

To be one of the world's most effective creators of strong business and personal relationships.

Combining our communication expertise and scientific understanding of how people make decisions, we help businesses and individuals create brands that are genuinely trustworthy to build long-term customer loyalty.

Created by Trust Deep, branding specialists who blend communication best practices with the science of how people think to build image backed by true substance.

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