



VISION AND MISSION STATEMENT WORKBOOK

by Danielle Roberts



Hey friend,

I'm excited for you to dive in and write your vision statement!
I've even included an added bonus for you - *write your mission statement too!*

I'm including prompts for you to dive in here, but don't forget the resources you have available to you both in the *Created for This Podcast Episode 79: Why You Need to Create a Vision Statement*, and if you want, feel free to email me with your questions. You can email dmr@daniellemroberts.com or just respond to the email you received from me.

I'm hopeful that this worksheet is helpful for you as you use it to direct your next movements in your business.

Blessings,

Danielle

P.S. If you've enjoyed this exercise and it's helpful to you, please share it on Instagram and tag me, @danielle.m.roberts. Thanks friend!

TASKS

Why is it important to have a mission and vision statement?

They help you define where you're going. They help you create an atmosphere and a movement which are important to move your business forward.

You can use your mission statement to help you make hires for your business, by finding people who align with your mission.

These statements can be used to help you determine the next step or know what comes next in your business journey.

Lindsay Teague Moreno says, *"these two things will serve as the basis for everything you do, say, post and put out into the world about your business."*¹

What's the difference between the two?

*"A mission statement answers the fundamental questions about what your company does and who you do it for. A vision statement, by contrast, shows a big picture of what the company will become in the future."*²

How to create a mission and vision statement :

- Use everyday language.
- Don't make it long and complicated.
- For your vision, give yourself permission to dream - what do you want your business to look like in the future?
- A vision statement is going to be just for you, it's not necessarily shared with the general public.
- Your vision should be consistent with your values, your passion, your strengths, and spiritual gifts.
- Make it clear, easy to remember, easy to measure, and motivating.

I love this mission statement from A21:

Our mission is to end slavery. We are a nonprofit organization fueled by radical hope that human beings everywhere will be rescued from bondage and completely restored. We are the abolitionists of the 21st century. We work with you to free slaves and disrupt the demand.

The mission statement for Danielle Roberts is:

To equip, empower and encourage Christian business women to thrive at home and in business through spoken and written word, essential oils and life coaching by encouraging them to be Christ-focused business owners and prioritize their values to create an authentic alignment as they grow, change and flourish in the freedom of Jesus so they can do what they were created for.

The vision statement for Google is:

"To provide access to the world's information in one click."

Write your own mission statement here.

Write your own vision statement here.

FOR MORE INFORMATION VISIT DANIELLEMROBERTS.COM
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