

The Mission Statement Worksheet

Three circles. They overlap in the middle. The middle is where your work lives. Stay inside the overlap and the work compounds.

Circle 1 — What you actually care about

Not what you should care about. Not what looks impressive on a yard sign. The thing that lights you up at 6am or keeps you up at 1am.

Circle 2 — Where you have credibility

Lived experience, work history, relationships, the fact that you are personally affected. "Concerned citizen" is rarely enough; "parent of a kid in this grade, in this district" usually is.

Circle 3 — What's achievable in 90 days

One vote. One decision. One person's mind. One budget line. If it doesn't have a date, it isn't a target — it's a wish.

The overlap — your mission statement

I help [audience] understand [thing] so that [outcome].

Name a specific audience, a specific thing, a specific outcome.

The 60-Second Test

Audience named (a specific person or body, not "the community")

Thing named (a specific issue or proposal, not "the problem")

Outcome named (a specific decision with a date)

Fits in 60 seconds when read aloud