



Y1.01

BUSINESS CONCEPT
/Business Idea**DECISION SHEET**

v2.2.3

Job to be done

The company's mission has to do with the motivation and drive that built the business idea and the foundation of the company.

A clear written mission can create an ongoing sense of meaningfulness for both the company and its target group.

How to do it

Start by giving a short answer to each of the 5 questions about your company.

Continue by using the answers as an inspiration to come up with a sentence that can be used as a first draft of your written mission.

Finish by trying to reduce the written mission to a mantra of 2-5 words.

Next step

- Use draft and mantra to make a more freely written mission.
- Send your written mission to people who can give feedback.
- Make action plan for how your company's mission can be experienced by customers.

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Mission

Formulate the company's purpose and mission



CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
VALUE CREATION	WHICH value is created for the target group?	4
PURPOSE	WHY does it matter?	5

**THE DRAFT MISSION IN ONE SENTENCE**

	The company's mission is to deliver/make/develop...
1	
	to the customer group...
2	
	in the way that we...
3	
	and thereby help our customers to...
4	
	We are passionate about this task because...
5	

The mission told
as a mantra:

Date:

Name:

Company: