Mission Worksheet

Client Name:

Date:

**Step 1: Remember Your Vision**

Review Your Brand’s vision. If helpful you can paste your vision statement here:

| To see a world where every child has the tools to make a positive and meaningful impact. |
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**Step 2: Brainstorm**

How will your brand advance these ideas or make an impact in this area?

| Offer high-quality therapy and education services to children with different needs and abilities in order to provide every child we serve with the individualized tools that they need.  (Potential) Have a branch in Orlando to provide assistance and tools to families going to the various parks so that the entire family can enjoy their trip.  (Potential) Have an aquatics program to teach kids swimming as an additional tool. (Potential) Provide Hippotherapy services. |
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What does future success look like for your brand? What goals do you have? What are your targets?

| Open a branch in Utah with therapy and education services by September.  To have the staff in place for the business to continue with our core focus and beliefs without a glitch.  To see one child make a difference (become a therapist, or CEO, or whatever they wanted to be).  To have kids develop happy core memories using our tools.  To have parents and kids report back that we made a difference in creating happiness in their lives. |
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What is the ‘big picture’ goal that you and your brand are working towards right now?

| Get the first branch up, running, and profitable, hopefully before spring. |
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**Step 3: Define Your Mission**

# Our Mission: For every family we work with to deepen their bonds and find joy together both now and in the future.

To strengthen the families that we work with in order to be happier and more united both now and in the future.