



# Speech Writing Essentials Training

## Writing a Mission Statement Worksheet

A mission is “a strongly felt aim, ambition, or calling.” Companies use mission statements to share their purpose and what they can offer to the community; it helps keep companies focused and informs the community of their goals. Ambassadors should build their own mission statement to share what their ambition is, how this can impact the community, and help keep ambassadors’ goals on track. Incorporating your mission statement into your speech will paint a clear picture of who you are, what you do, and what you will accomplish for your audience. Keep in mind when working with the ambassadors, “How have their past and current life experiences led them to their calling?” Draw out some of those experiences from the ambassador. In order for the ambassador to write a good speech and connect with their calling the ambassador needs to keep the following statement in mind “You have to know where you came from to know where you’re going.”

Follow the example below to write your own mission statement:

1. Determine how you feel about yourself; what is your calling?
  - a. *For example, I am an independent person who will show others to live independently*
2. What does this mean?
  - a. *For example, I do things for myself, I advocate for myself*
3. What impact does this have on the community?
  - a. *For example, by living on my own and earning my own living, I serve as an example for independence and want to show others how to stand up for themselves, to be empowered, and to advocate for their rights*

*Mission statement: I am an independent person who will show others the importance of living an empowered life; I can do things for myself, live and work on my own, and am a self-advocate ; I serve as an example to teach others how to stand up for themselves, to be empowered, and to advocate for their rights*

### **Making my own mission statement:**

What I feel about myself: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What it means: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What impact this has on the community: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**My Mission Statement:** \_\_\_\_\_



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