

# MISSION – WHY WE EXIST

## Mission Exercise 1:

Asking “Why” five times is a lean management principle that works well here. You are trying to get to the large aspirational reason, that makes your company unique from others.

- 1) What is the mission for why your business exists? \_\_\_\_\_
- 2) Why is that important? \_\_\_\_\_
- 3) Why is that important? \_\_\_\_\_
- 4) Why is that important? \_\_\_\_\_
- 5) Why is that important? \_\_\_\_\_
- 6) Mission for why we exist: \_\_\_\_\_

## Mission Exercise 2:

Answer the questions that follow.

- 1) What do we do? \_\_\_\_\_
- 2) What's the benefit of that? \_\_\_\_\_
- 3) What's the benefit of that? \_\_\_\_\_
- 4) What's the benefit of that? \_\_\_\_\_
- 5) What's the benefit of that? \_\_\_\_\_
- 6) Mission for why we exist: \_\_\_\_\_

Look at your two answers below. Can they be combined? Made into a new, larger, more expansive idea? Enter your final answer into the Company Mission.

**Answer from Mission Exercise 1: (prefill this answer if possible)**

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**Answer from Mission Exercise 2: (prefill this answer if possible)**

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**Our Company Mission for Why We Exist Is:**

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