



### **“Tips for Writing the Mission Statement for a Business Turnaround Plan”**

**André Larabie**

**W**hen you create the Mission Statement section of your business turnaround plan, you will need to cover all of the following areas: (1) give the current mission statement of your business, (2) who you are, (3) what your ideals are, and (4) why you are in business.

First of all, if you are an established business and restructuring your business for the future, you will likely already have a mission statement. If your restructured company is will be transformed into something entirely different than the former company, then you will not have an established a mission statement. The current mission statement may be something like:

“Our mission is to provide quality engineering services and products at affordable prices to the Golden State Valley ...”

But since you are reorganizing in such a way that your current mission statement is no longer relevant to your business, you will need to construct a new mission statement or transform the current one. You can do this yourself or you can hire a professional copywriter. They can help you construct a new mission statement.

If you do not already have a mission statement, you can try reading other mission statements until you find some that apply to your own business goals. You can rephrase parts of these other mission statements, including the parts that are pertinent to your own mission. Try to keep your mission statement brief and the words at a high level.

For example, here is the mission statement for Toyota Motor Company:

“Our mission is to attract and attain customers with high-valued prod-



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ucts and services and the most satisfying ownership experience in America.”

You may be able to reword this statement to fit your own needs. If not, you can keep looking at mission statements (you can search for “mission statement” online) until you find one that has a comparable mission to that of your new company. This will give you a good baseline for developing your own statement.