



MISSION STATEMENT WORKSHEET

1. List Your Most Important Core Values (honesty, integrity, dedication, passion, etc)

2. List some verbs that best describe the actions you want to take (serve, produce, build, create, enhance)

3. Who will benefit from your actions and services? (travelers, clients, community, country, world)

4. How do you want clients to think of you? How will they benefit from the values you stated above?

5. What are your highest aspirations for your company? Think relative to your clients, employees, family, community, suppliers, destinations etc. Everyone that you will impact by your travel planning practice.

Use the information above, and the samples provided in today's article, to build a succinct mission statement for your travel practice.
