



## THE HEART OF ANY MISSION STATEMENT – YOUR THEME



If your business doesn't have a theme, you lack the big, central guiding principle. It's the foundation for creating a mission that sticks. A Focused theme will bring purpose and energy to your work. Everything you do – from recruiting to marketing – will prove that it's true.

This short exercise will help you create a powerful theme for your mission statement. It's all about getting to the heart of *why* you do what you do.

### **1. Start off by stating the action in which your business engages.**

*Example: We position people and professionals as experts and thought leaders in their industry.*

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### **2. Talk about the ultimate result you help your customers achieve.**

*Example: They become highly regarded and highly paid thought leaders and influencers in their industry, allowing them to have a greater positive impact and business/life success.*

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**3. Add the “because.” Why is it you do what you do, what’s your belief?**

*Example: Because when people position themselves as trusted guides, educators, and advocates for their customers success, they become highly regarded and highly paid thought leaders and influencers in their industry, allowing them to have a greater positive impact and success in their life and their business.*

Four horizontal lines for writing on a light yellow background.

**Now, let’s make it a “moral principle:”**

*Example: When people position themselves as trusted guides and advocates for their customer’s success, they are more likely to succeed in life and work.*

Four horizontal lines for writing on a light yellow background.

Once your Theme is refined, it will help define your “why” by stating the action you are taking and the result you are bringing to the world. Again, what action are you taking and what results are you bringing into the world? That’s you theme.

And if you can word it as a “moral principle” you are onto something special. You will have found the “why” of you work.

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