Developing a Professional Mission Statement

Identifies who you are and what you want to accomplish.

**Goal of mission statement:**
- Help you develop objectives
- Help guide what you do and don’t do

**What is a mission statement?**
- Short one sentence
- Use strong dynamic verbs
- Speak to your core values/beliefs
- Why you are doing what you are doing?

**Examples:**

**Clinician Educator:**
“To role model and inspire learners to practice competent, evidence based primary care.”

**Clinician Educator/Administrator:**
“To integrate family medicine into every health care providers education.”

**PhD Researcher:**
“To improve MS patient’s life by understanding the CNS immune reaction.”