

Brand Mission Statement Mad Libs

Instructions:

1. Gather your team and provide each person with a copy of the Mad Libs template.
2. Ask participants to fill in the blanks without showing them the full mission statement structure.
3. Once everyone has filled in their blanks, read out the completed mission statements and discuss which elements resonate the most with your brand.

Mad Libs Template:

1. **[Adjective]** - Describe your brand in one word (e.g., innovative, compassionate).
2. **[Noun]** - A word that represents what your brand is about (e.g., technology, service).
3. **[Verb]** - An action your brand takes (e.g., inspire, create).
4. **[Adjective]** - Another word to describe your brand's approach (e.g., dynamic, reliable).
5. **[Noun]** - The primary benefit or outcome for your customers (e.g., solutions, joy).
6. **[Adjective]** - How your brand interacts with customers (e.g., friendly, supportive).
7. **[Verb]** - What your brand strives to do for the community or industry (e.g., lead, educate).
8. **[Adverb]** - How your brand accomplishes its goals (e.g., efficiently, passionately).
9. **[Noun]** - A core value or principle (e.g., integrity, innovation).

Mission Statement Structure:

“Our mission is to be a **[adjective]** **[noun]** that **[verb]** **[adjective]** **[noun]** for our customers. We are committed to providing **[adjective]** service and **[verb]** **[adverb]** in everything we do. Our core value is **[noun]**, and we strive to embody this in all our efforts.”

Example Filled Template:

1. **Innovative**
2. **Technology**
3. **Inspires**
4. **Dynamic**
5. **Solutions**
6. **Friendly**
7. **Leads**
8. **Efficiently**
9. **Integrity**

Example Mission Statement:

“Our mission is to be an innovative technology company that inspires dynamic solutions for our customers. We are committed to providing friendly service and leading efficiently in everything we do. Our core value is integrity, and we strive to embody this in all our efforts.”

Running the Game:

1. **Fill in the Blanks:**
 - Distribute the template and ask each participant to fill in the blanks with the first word that comes to mind.
 - Encourage creativity and honesty in their choices.
2. **Share and Discuss:**
 - Have each person read their completed mission statement aloud.
 - Discuss the words and phrases that were chosen and how they reflect the brand's identity.
3. **Identify Common Themes:**
 - Look for recurring themes or words that resonate most with the group.
 - Use these common elements to draft a refined mission statement.
4. **Refinement:**



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- Collaborate to combine the best parts of each completed Mad Libs template into a cohesive mission statement.
 - Ensure the final mission statement aligns with your brand values and goals.
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Need some help with this? Schedule a 1:1 with me [here](#).