

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.”