

How to Write a Mission Statement for Your Practice

A **Mission Statement** is a brief, less than one-page, written passage that states the purpose of your practice (in addition to doing dentistry), builds enthusiasm among the team, and is owned by everyone on staff. Mission Statements are living documents that may change as a practice matures, additional dentists or team members join the group, or the practice situation changes.

Answers to the following questions will help you and your team focus on important aspects of your work together in order to write your **Mission Statement**:

Our Mission

1. What is the most important thing our team does:
 - a. for our patients?
 - b. for our community?
 - c. for each other?
 - d. for you as an individual?
2. How do we make patients feel special? Or how should we do so?
3. What do you value most about your role in the practice?
4. What makes our practice different from others in the area?
5. Jot down ten words or phrases that describe our practice as it is now.
6. Jot down ten words or phrases that describe our practice as you would like it to be.
7. Pretend you have to write a banner to go across Main Street that would make everyone in our area want to come to our office for dental care.