



Mission Statements:

These sample statements are actual documents that have been “sanitized” to preserve the anonymity of the families who create them. Each was created by a family to reflect their values and where they were at the time in their stage of evolution. When creating such a statement, it is important to take as long a view as possible. Further, it is important to remember that the focus is on the family, the values and the dialogue that takes place in creating the statement, not the perfection of the verbiage.

Family Charter/Mission Statement (This is Bork’s favorite.)

We are a family committed to our members and descendants being responsible, productive, well-educated citizens who practice the work ethic and make constructive contributions in the local community and the world at large. Each member is encouraged to develop and use self-supporting, marketable skills that contribute to the enhancement of their own self-esteem and independence.

We urge family members to adopt life styles that are healthy, personally satisfying and at such a profile as to preserve the maximum level of family privacy, given the public nature of our business.

We urge the continuation of the orientation of prudent, careful investing with a long-term view of outcomes so all descendants of _____ may enjoy the benefits of the foundation they built.

We believe clear, constructive communications are at the core of our long-term success as a family. We encourage all efforts to further harmony, develop humor and perspective on life. Balance long-term concerns while enjoying the present; and to enhance communications, caring and amicable relationships among family members.

MISSION STATEMENT

We are a family-owned, professionally managed, market-driven, men's and women's retail specialty store offering the best quality service and high quality merchandise to families and corporations. Professional management, which can involve family members, will be guided by an outside Advisory Board and will stress increasing share, at X% profitably, within the greater

_____ area which we expect to super-saturate by yyyy; and we expect to be "positioned" to open another location in _____ after yyyy but before yyym.

Cousins' Council: Statement of Purpose for Our Family Cousins' Council

The _____ Cousins' Council, comprised of third generation lineal descendants and their spouses, is a forum for educating its members to function as responsible owners, for enhancing communication among members and for discussing and making recommendations on issues that impact on the mutual interests of our extended family. This statement holds until yyyy.

The Cousins' Council will meet at least annually with the primary meeting held in conjunction with the winter Shareholders' meeting. (The Cousins' Council will have input into establishing the dates of this meeting.) The planners for the next meeting are John, Bill, and Doug.

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