

A GUIDE TO MARKETING COHERENTLY IN HIGHER EDUCATION

## WHY IN THE WORLD ARE YOU HERE?

*List the top three words from previous page in order of ranking:* 

<u>1.</u> <u>2.</u> <u>3.</u>

What's the big idea that these words express? What do you most hope to achieve by your existence?

.....

Rewrite your mission statement in 10 words or less.

\_\_\_\_\_

Peter Drucker says your mission statement should fit on a T-shirt. Try it here.