

Creating Your Brand

Mission Statement

A mission statement is a clear way to communicate the purpose of your business; it helps families know **who** you are.

Prompt	Example	Your answer
What does your business do?	Provides a safe and nurturing home environment.	
For whom?	All children	
Why do you do this?	<i>To empower children to be their best</i>	
With all the above elements, you can craft your mission statement	<i>My mission is to provide a safe and nurturing home environment to empower children to be their best.</i>	

Philosophy Statement

A philosophy statement is the **how** and **why** of your program. It explains your views, what is important to you and how you will run your program.

As you think about these questions, identify research and theories that guide your thinking.

Prompt	Example	Your answer
What is your view of children?	Children are full of curiosity, and capable of developing their own ideas and interests.	
How do you define education /learning?	<i>Learning for children is guided by meaningful relationships and experiences.</i>	
How do children learn best?	<i>Through play and opportunities to explore.</i>	
What is your role as a provider?	<i>To facilitate and guide</i>	
With all the above elements, you can craft your philosophy statement.	<i>All children are full of curiosity and capable of developing ideas and interests; as a provider, I will facilitate and guide their learning by creating a trusting relationship, providing meaningful play experiences, and opportunities to explore.</i>	