**Statement of Justification Worksheet**

***Instructions:*** Provide answers to question 1-3.

1. What is it your organization hopes to accomplish in society—its mission, or the reason it exists? *The answer to this question should come from the Story Behind the Organization Worksheet.*

Click here to enter text.

1. What new product or service does your organization needs to develop and introduce to accomplish its mission more effectively? *The answer to this question comes from your Strategic Mapping Technology Worksheet.*

Click here to enter text.

1. How is your organization uniquely qualified to deliver this new product or service? *The answer to this question should be taken from the Core Competencies Worksheet.*

Click here to enter text.