

Build Confidence and Purpose with Pilates

Episode 4 · Mission statement: a step-by-step guide · Tania Huddart

Your mission statement says why your studio exists, what you offer, and the difference you want to make. It guides your decisions, shapes your culture, and connects your clients and your teachers to what you're doing.

Start with your why. Your mission is what your why looks like once it has a studio around it. There are no right or wrong answers here, just honest ones.

Before you begin: look at it three ways

Your own story

- What drew you to Pilates?
- How has it changed your own life?
- How does that make you want to teach others?

The people you serve

- Who are they?
- What do they need?
- How can your studio meet that need?

The long view

- What difference do you want to have made, years from now?
- What will your studio leave behind in your community?

Step 1. Write freely

Give yourself 15 to 20 minutes. Write about your vision, your values and your goals. Don't edit. Don't make it pretty. Use a journal if you need more room.

Step 2. Find your words

Read back what you wrote. Circle the words and phrases that keep coming up. Those words are telling you something. Write them here.

Step 3. Write a first draft

Use your words to write one to three sentences. Keep it simple. A helpful shape is three questions:

- **Who are you?** Your studio, and what it's like.
- **What do you offer?** Your classes, your space, how you teach.
- **Why does it matter?** The difference you want to make.

Don't worry if it's clumsy. First drafts usually are. That's what the next step is for.

Step 4. Ask people you trust

Share your draft with two or three people you trust. Ask them two things: **Is it clear?** And **does it make you feel something?**

Who I asked

What they said

My mission statement

Now adjust it. Read it out loud. If it sounds like it could belong to any studio anywhere, keep going.

For inspiration: two short examples

These are short versions from the book, the kind you might put on a wall or a sign. Yours should sound like you.

- *Strength, balance, and confidence through mindful movement for every body.*
- *Inclusive Pilates for strength, connection, and lasting well-being.*

My short version, for a wall or a sign

Step 5. Put it where people can see it

Words on a wall do nothing on their own. A mission is useful when it is clear and when it shapes what you do every day. Tick where yours will go.

Where	Done
On the studio wall	
On my website	
In the papers I give new clients	
In how I train my teachers	
In staff meetings	
When I have a decision to make: does this fit my mission?	

Your values

Values sit alongside your mission. They are how you behave while you work towards it. Here are some examples from the book:

- **Everyone is welcome**, whatever their body, their level or their background.
- **Quality**: high standards in teaching and in care.
- **Honesty** in how you talk to people and how you run the business.
- **Helping people take charge of their own health.**

My values

Come back to it

Your mission is allowed to change. Mine did. Look at your mission and your values every six to twelve months. Ask your clients and your teachers how it's going, then adjust.

Date
I will look at my mission again on

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