

Organization/Company Questions Narrative and Mission

1. What is your organization or company? Give background history including by whom, when, and why it was founded.
2. What do they do or make - describe the products and services and what makes them unique.
3. Describe the culture of the organization or company. What is the work environment like - the atmosphere? What is the building like - exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?
4. Who is the targeted audience? What are their demographics? (Age, gender, income level, where they live, own or rent, etc.)
5. What is the organization or company mission statement? Tagline? (Can be the same – Nike’s is, “Just Do it!”)