



## What is Your Mission?

Businesses and organizations develop mission statements to define their identity and purpose and cast a vision for its future. Mission statements are NOT just for big companies. A **Personal Mission Statement** could be just what you need to identify your goals and find the motivation to achieve them. A personal mission statement is based on Habit Two of *The 7 Habits of Highly Effective People* "Begin with the End in Mind".

Why is a personal mission statement useful to you? It helps you to focus on meeting your long-term goals. This statement can help you from wandering off the road to your dreams. Dave Ramsay states, "People fail at what they hope to achieve because they lack clear goals and focus." They ignore their personal mission statement.

Some steps for creating a personal mission statement by Career Advice Expert Randall Hansen:

- 1. Identify Past Successes**

- 2. Identify Core Values**

"Nothing gives so much direction to a person's life as a sound set of principles." ~Ralph Waldo Emerson

- 3. Identify Contributions** (ways that you can make a difference home/work/community/world) (what are your strengths-Multiple intelligence and types: <http://literacyworks.org/mi/assessment/findyourstrengths.html>)

- 4. Identify Goals** (short term less than 3 years/long term over 3 years from now).

Stephen Covey offers in his book *How to Develop Your Personal Mission Statement* the following advice in developing a statement:

- Remember we all lead three lives: our public, our private and our deep inner life. All three must be accounted for.
- A statement should deal with all four dimensions of our nature: physical, social, mental and spiritual.
- What you are doing is saying “Here’s what I want to be like, these are my deepest values, and here’s what life should be about for me.”
- When you live out of your memory, you focus on the past. When you live out of your imagination, you focus on the future. What lies behind us is nothing compared to what lies within us and ahead of us.
- Use poetry, sketch a picture with some words/symbols, write paragraphs or have bullet points—the format doesn’t seem to be nearly as important as your intention and your heart as you go through it.

Some reflection questions:

- What is truly important in my life?
- What would I really like to be and do in my life?
- If I had unlimited time and resources, what would I do?
- What are my deepest priorities?
- Which relationships do I wish to be lasting?
- What have been my happiest moments?
- How do I want to be remembered?

Directions: Place an "X" by 20 values that are key to you. Narrow the list to ten core values and then further narrow the list to three core values. Use these three core values as a common thread to weave throughout the writing of your mission statement.

- |   |  |
|---|--|
| <input type="checkbox"/> Achievement                        | <input type="checkbox"/> Knowledge                         |
| <input type="checkbox"/> Advancement and Promotion          | <input type="checkbox"/> Leadership                        |
| <input type="checkbox"/> Adventure                          | <input type="checkbox"/> Location                          |
| <input type="checkbox"/> Affection (love and caring)        | <input type="checkbox"/> Loyalty                           |
| <input type="checkbox"/> Arts                               | <input type="checkbox"/> Market position                   |
| <input type="checkbox"/> Challenging problems               | <input type="checkbox"/> Meaningful work                   |
| <input type="checkbox"/> Change and variety                 | <input type="checkbox"/> Merit                             |
| <input type="checkbox"/> Close relationships                | <input type="checkbox"/> Money                             |
| <input type="checkbox"/> Community                          | <input type="checkbox"/> Nature                            |
| <input type="checkbox"/> Competence                         | <input type="checkbox"/> Being around people who are open  |
| <input type="checkbox"/> Competition and honest             | <input type="checkbox"/> Cooperation                       |
| <input type="checkbox"/> Order (tranquility, stability)     | <input type="checkbox"/> Country                           |
| <input type="checkbox"/> Personal development (living up to | <input type="checkbox"/> Creativity my full potential)     |
| <input type="checkbox"/> Decisiveness                       | <input type="checkbox"/> Physical challenge                |
| <input type="checkbox"/> Democracy                          | <input type="checkbox"/> Pleasure                          |
| <input type="checkbox"/> Ecological awareness               | <input type="checkbox"/> Power and authority               |
| <input type="checkbox"/> Economic security                  | <input type="checkbox"/> Privacy                           |
| <input type="checkbox"/> Effectiveness                      | <input type="checkbox"/> Public service                    |
| <input type="checkbox"/> Efficiency                         | <input type="checkbox"/> Purity                            |
| <input type="checkbox"/> Ethical practice                   | <input type="checkbox"/> Quality of what I take part in    |
| <input type="checkbox"/> Excellence                         | <input type="checkbox"/> Quality relationships             |
| <input type="checkbox"/> Expertise                          | <input type="checkbox"/> Recognition (respect from others) |
| <input type="checkbox"/> Fame                               | <input type="checkbox"/> Religion                          |
| <input type="checkbox"/> Fast living                        | <input type="checkbox"/> Reputation                        |
| <input type="checkbox"/> Fast-paced work                    | <input type="checkbox"/> Responsibility and accountability |
| <input type="checkbox"/> Financial gain                     | <input type="checkbox"/> Security                          |
| <input type="checkbox"/> Freedom                            | <input type="checkbox"/> Self-respect                      |
| <input type="checkbox"/> Friendships                        | <input type="checkbox"/> Serenity                          |
| <input type="checkbox"/> Growth                             | <input type="checkbox"/> Sophistication                    |
| <input type="checkbox"/> Having a family                    | <input type="checkbox"/> Stability                         |
| <input type="checkbox"/> Helping other people               | <input type="checkbox"/> Status                            |
| <input type="checkbox"/> Helping society                    | <input type="checkbox"/> Supervising others                |
| <input type="checkbox"/> Honesty                            | <input type="checkbox"/> Time freedom                      |
| <input type="checkbox"/> Independence                       | <input type="checkbox"/> Truth                             |
| <input type="checkbox"/> Influencing others                 | <input type="checkbox"/> Wealth                            |
| <input type="checkbox"/> Inner harmony                      | <input type="checkbox"/> Wisdom                            |
| <input type="checkbox"/> Inner passion                      | <input type="checkbox"/> Work under pressure               |
| <input type="checkbox"/> Integrity                          | <input type="checkbox"/> Work with others                  |
| <input type="checkbox"/> Intellectual status                | <input type="checkbox"/> Working alone                     |
| <input type="checkbox"/> Involvement                        | <input type="checkbox"/> _____                             |
| <input type="checkbox"/> Job tranquility                    |  |

Source: Adapted from The Fifth Discipline Fieldbook by P.M. Senge, Currency Publisher, 1994.

## Personal Mission Statement Samples:

My mission is to give, for giving is what I do best and I can learn to do better.

I will seek to learn, for learning is the basis for growth and growing is the key to living.

I will seek first to understand, for understanding is the key to finding value and value is the basis for respect, decisions and action. This should be my first act with my wife, my family, and my business.

I want to help influence the future development of people and organizations. I want to teach my children and others to love and laugh, to learn and grow beyond their current bounds.

I will build personal, business and civic relationships by giving frequently in little ways.

I see each day as a clean slate, a fresh chance to write a new script and seize new opportunities. I value life's experiences and seek to learn and grow from each one. In my daily endeavors, I avoid neither risk nor responsibility; nor do I fear failure, only lost opportunity.

I am a responsible spouse and parent; I give priority to these roles. I value differences and view them as strengths. I seek to build complementary win win relationships with family, friends, and business associates. To keep these relationships healthy and to maintain a high level of trust, I make daily "deposits" in the "emotional bank accounts" of others.

In my profession, I am responsible for results. I act with courage, consideration, and discretion. I prefer to let my works speak for me and believe in achieving visibility through productivity. In planning my weeks and days, I focus on key roles and goals to maintain balance and perspective. Knowing that how I perform affects how I feel about myself, I seek to do my best and record how I feel in daily entries in a personal journal.

I value my personal freedom of choice and my rights to exercise that freedom. I am more a product of my decisions than conditions. I do not allow present circumstances or past conditioning to determine my responses to the challenges I face. I choose to focus on the positive, to work within my circle of influence – to act directly on things I can do something about – and thereby reduce my circle of concern.

Source: The 7 Habits of Highly Effective People by Stephen R. Covey, Free Press, 2004.