

Creating Compelling Mission Statements

Develop Purpose in Your Heart

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In this segment you will learn about Mission Statements

-What are they

-What are they not

-Why are they important

-Examples

-The process of developing a mission statement

-How to develop one

-Writing and testing a mission statement

What is a mission statement?

- A concise statement that articulates your overarching purpose and who you want to become.
- A personal mission statement based on correct principles is like a personal constitution, the basis for making major, life-directing decisions, the basis for making daily decisions in the midst of the circumstances and emotions that affect our lives.

What it is not?

- ▶ A list of goals
- ▶ A statement to be totally changed every year (small revisions are good)

Why do a mission statement?

- ▶ Creates motivation
- ▶ Creates clarity of future direction
- ▶ Helps identify what to say yes to
- ▶ Helps identify what to say no to
- ▶ Assists with time and resource allocation
- ▶ Helps you feel a sense of your unique gifts and purpose
- ▶ Creates energy and passion for what you love and are good at

Why do a mission statement?

You would never run a company without a defined direction and purpose. Why would you run your life without one?

-Rick Heyland



To challenge the status quo.
To think differently.



To refresh the world and inspire
moments of optimism and happiness.

facebook.

To give people the power to build
community so that we can bring
the world closer together.



To empower every person and organization
on the planet to achieve more.



To fulfill dreams of personal,
All-american freedom.



To organize the world's information and
make it universally accessible and useful.



To create happiness for people
of all ages, everywhere.



To accelerate the world's transition
to sustainable energy.



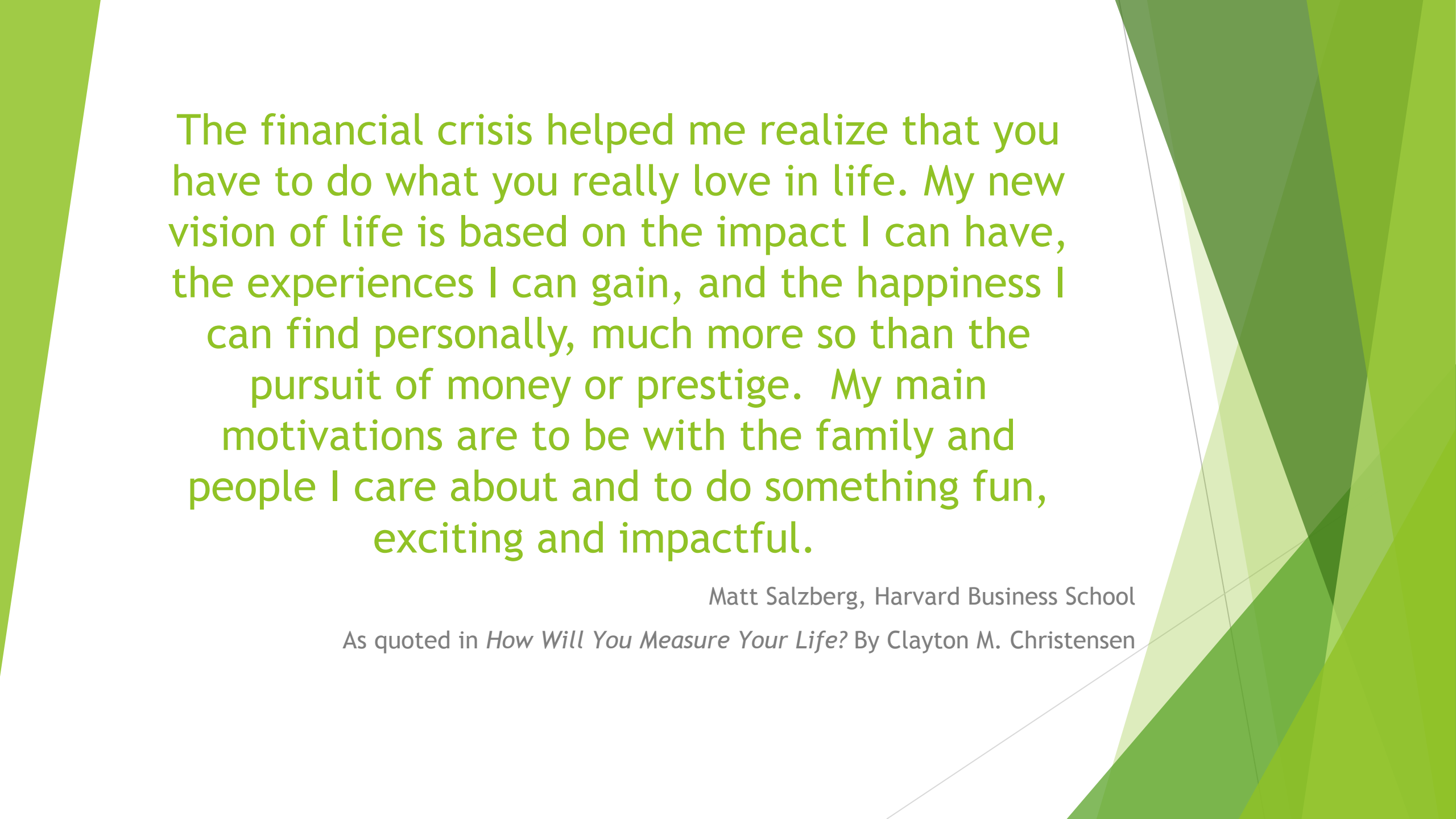
To inspire and nurture the human spirit
– one person and one cup at a time.

Everyone has his own specific vocation or mission in life; everyone must carry out a concrete assignment that demands fulfillment. Therein he cannot be replaced, nor can his life be repeated; thus, everyone's task is unique as his specific opportunity to implement it.

Viktor E. Frankl, Author of *Man's Search for Meaning*

Examples

- ▶ To strive for Continuous Improvement for myself, my family and others in my circle of influence. To have my vocational, avocational and ecclesiastical lives interdependently focused on this mission.
- ▶ Loyal to God and Family. Bring kindness to those I meet and find the positive in everything.
- ▶ Passion for God. Compassion for People.
- ▶ Have the humility to learn, the courage to change and the grit to grow.

The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

The financial crisis helped me realize that you have to do what you really love in life. My new vision of life is based on the impact I can have, the experiences I can gain, and the happiness I can find personally, much more so than the pursuit of money or prestige. My main motivations are to be with the family and people I care about and to do something fun, exciting and impactful.

Matt Salzberg, Harvard Business School

As quoted in *How Will You Measure Your Life?* By Clayton M. Christensen

Creating a mission statement is not something you do overnight. It takes deep introspection, careful analysis, thoughtful expression, and often many rewrites to produce it in final form. It may take you several weeks or even months before you feel really comfortable with your mission statement, before you feel it is a complete and concise expression of your innermost values and directions. Even then, you will want to review it regularly and make minor changes as the years bring additional insights or changing circumstances .

Stephen R. Covey, Author of *The 7 Habits of Highly Effective People*

How To Develop a Mission Statement

Best Self Exercise

Write down 3 experiences in your life when you felt you were at your best.



1.



2.



3.

Mission Brainstorming - Best Self

Based on the “best self” question, for Experience #1:

1. Why did you feel good about the experience and achievement?
2. What did you do to achieve this moment of “best self”?
3. What were your strengths to achieve the success above?

Mission Brainstorming - Best Self

Based on the “best self” question, for Experience #2:

1. Why did you feel good about the experience and achievement?
2. What did you do to achieve this moment of “best self”?
3. What were your strengths to achieve the success above?

Mission Brainstorming - Best Self

Based on the “best self” question, for Experience #3:

1. Why did you feel good about the experience and achievement?
2. What did you do to achieve this moment of “best self”?
3. What were your strengths to achieve the success above?

Additional Questions

1. What do your friends and loved ones say is unique and special about you?
2. What do you want the people at your funeral to be saying about you?
3. What are you doing when you feel the happiest and content with yourself?

Writing the Actual Mission Statement

- ▶ What common themes do you see from all the answers?

Writing the Draft Mission Statement

(write 3 drafts and pick or combine the best one)

- ▶ From your themes; can you summarize your **future “best self”** in two sentences or less?
- ▶ Draft #1:
- ▶ Draft #2
- ▶ Draft #3
- ▶ Combine the best into 1 mission statement:

Testing your Mission Statement

- ▶ Do you feel it captures the future best you?
- ▶ Is it inspirational for you?
- ▶ Does it give you future direction (for home and work)?
- ▶ Does the statement make you feel a sense of contentment (like you just unlocked a piece of your life puzzle)?
- ▶ Does it help you say no to some choices and yes to others?

If you can't answer yes to most of the questions on slide 17, go back and redo slides 12-15

If you
answered yes
to most
questions on
slide 17

Congratulations, you have a Mission Statement!

- ▶ Put the mission statement in your planner/computer or somewhere visible where you will look at it frequently.
- ▶ Start setting goals and actions as a result!

