



# **Live** **Your Purpose**

*Creating Compelling Purpose Statements*

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Purpose Statement Creation Process

## What is a Purpose Statement?

A concise statement that articulates your overarching purpose and who you want to become.

A personal purpose 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
- It helps identify what to say yes to
- It 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 Purpose 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.



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 *Mans 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 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 to 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."**

Stephen R. Covey, author of the *7 Habits of Highly Effective People*

## How To Develop a Purpose Statement

### Triple 7 Creation Process 7 questions, 7 hours, 7 days

The purpose statement should be 6 to 40 words. Anything shorter is a marketing slogan. Anything longer you won't be able to recite to a friend or trusted colleague.

The brain needs both urgency and reflection time to develop your purpose. The 7 days creates urgency. The 7 hours allows for reflection time. I suggest doing the questions and each day's homework at the beginning of each day when your mind is fresh. Get out your favorite journal or start a new purpose notebook and let's begin.

#### Day 1 The Brainstorm

1. What do you want the speakers at your funeral to say? How do you want to be remembered?
2. What are your strengths and why do you consider them strengths?
3. List out the top peak events in your life. Why were these peak events? What did you learn about yourself?
4. List out the top regrets or failures in your life. What do you learn from these experiences?

#### Day 2 Reflection and Inspiration

5. Reflect on your answers from day one. What would you add or change to each question?
6. What have been the happiest and most satisfying experiences in your life? Why?
7. Describe your future best self? Who do you want to become?

### Day 3 Making the Cut

What are the common themes and learnings from day one and day two? Produce 3-5 themes that come out of the questions? Do these themes inspire you? Do they describe your future best self?

If no, take more time to look at your notes from day one and two.

If yes, you are ready for draft day.

### Day 4 Draft Day

Look at your answers from day three. Are there any changes, additions, or deletions?

Write out 1-3 draft sentences that capture the key themes from day three. Do several versions and pick your favorite sentences that best describe your future best self.

### Day 5 Purpose Statement 2 (PS2)

Revise your draft from yesterday.

Review all your work since day one. Now review your draft from day four. Does it describe who you want to be? What revisions do you want to make?

Share your PS2 with two trusted advisors in preparation for day six.

### Day 6 Going Public with Limited Engagement

Share your PS2 with two trusted advisors. Ask for feedback. Ask them if this statement captures you at your best. Review PS2 with each advisor separately.

Based on the advisor feedback. Do you want to make any changes?

### Day 7 Finals Day — Evaluation Criteria

1. Can you develop inspiring goals from your latest draft? If so, write two down.
2. Does this statement get you excited for the future? If so, why?
3. Does this statement tell you something you will not do or say no to?
4. If you can answer yes to the above three questions, then you have your final.
5. If you answered no to any questions, then look to add/subtract information from your statement until you can say yes to all three questions.
6. Write out your final!

### Congratulations You Have Your Purpose 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!

### Can you send me some feedback about the process?

1. What is your purpose statement?
2. How many words is it?
3. How many hours and days did it actually take you?
4. What was the most helpful question in the process?
5. What was the least helpful question in the process?
6. Any other feedback?
7. Please send your answers to [rickh@ci4life.org](mailto:rickh@ci4life.org)