

## MISSION STATEMENT

*A Mission Statement is designed to provide it's author with direction, purpose and motivation towards actualizing all of his/her potentials--professional and personal. It is written in an active and declarative voice an should empower its writer with a clear vision of her/his "best self"...the persons we are becoming. This exercise is designed to help you bring into focus this "best self" and to identify pathways to facilitate the continued evolution toward this goal*

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### An empowering Mission Statement:

1. represents the deepest and best within you. It comes out of a solid connection with your deep inner life.
  2. is the fulfillment of your own unique gifts. It's the expression of your unique capacity to contribute.
  3. is transcendent. It's based on principles of contribution and purpose higher than self.
  4. addresses and integrates all four fundamental human needs and capacities. It includes fulfillment in physical, social, mental and spiritual dimensions.
  5. is based on principles that produce quality-of-life results. Both the ends and the means are based on true north principles.
  6. deals with both vision and principle-based values. It's not good enough to have values without vision - you want to be good, but you want to be good for something. On the other hand, vision without values can produce a Hitler. An empowering mission statement deals with both character and competence; what you want to be and what you want to do in your life.
  7. deals with all significant roles in your life. It represents a lifetime balance of personal, family, work, community - whatever roles are yours to fill.
  8. is written to inspire you - not impress anyone else. It communicates to you and inspires you at the most elemental level. (Covey, 1997, p.107)
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**1. Time-limited exercise.** Take five minutes and complete the following questions:

**a.** List the most important achievements you have made in your life:

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**b.** List your most important guiding principles and values (e.g., family, faith, honesty, etc.):

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c. *What dreams do you have for yourself that are yet unfulfilled?*

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d. *What are your greatest strengths?*

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e. **Stop.** Review the above and circle the top five (5) in each category. What does this tell you about yourself? Where are you in alignment with your values & principles; where are you out of alignment? *Take a moment to simply write down your thoughts after reviewing the above:*

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2. **Self-reflective questions.** These next set of questions are designed to assist you in looking at yourself from a systems perspective. We have learned that effective and comfortable living involves the ability to balance multiple, and often competing, demands. By answering the following questions you should begin to see where you are functioning well and where you may be out of balance.

a. What do other people say are my strengths and best qualities? (*Optional – ask three of your trusted friends what strengths they see in you*)

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c. What activities give me the greatest pleasure?

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d. What activities give me the greatest sense of accomplishment?

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e. Who are the people who had the most impact on my life? Why?

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f. When I look at my work/career life, what activities do I consider of greatest worth?

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g. When I look at my personal life, what activities do I consider of greatest worth?

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h. What talents do I have that no one else really knows about?

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i. What are my physical needs and capabilities – what principles will bring these into fulfillment?

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j. What are my social needs--what principles will bring these into fulfillment?

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k. What are my mental/intellectual needs--what principles will bring these into fulfillment?

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l. What are my spiritual needs--what principles will bring these into fulfillment?

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m. What are my important roles in life (husband/wife, leader, mother/ father).

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n. What are the most important lifetime goals I want to fulfill in each role?

Role: \_\_\_\_\_

Lifetime goal(s): \_\_\_\_\_

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Role: \_\_\_\_\_

Lifetime goal(s): \_\_\_\_\_

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Role: \_\_\_\_\_

Lifetime goal(s): \_\_\_\_\_

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Role: \_\_\_\_\_

Lifetime goal(s): \_\_\_\_\_

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o. What results am I currently getting in my life that I like?

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p. What results am I currently getting that I don't like?

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q. What would I really like to be and do in my life?

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r. What actions do I need to take to assure that these goals will be met?

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**3. Synthesis.**

Take a few moments to look over the previous work you have completed.

What is working well in getting you the goals that you have established for yourself. What do you see that is overlapping? What do you see that needs to be addressed? Where are you out of balance with yourself? Where do you need to work on developing personal/professional honor and integrity? Write down any thoughts.

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#### 4. Practice.

Practice with the following sentence forms to start to create your vision and mission for yourself.

It is my mission:

- To live \_\_\_\_\_  
\_\_\_\_\_
- To work \_\_\_\_\_  
\_\_\_\_\_
- To continue \_\_\_\_\_  
\_\_\_\_\_
- To love \_\_\_\_\_  
\_\_\_\_\_
- To be \_\_\_\_\_  
\_\_\_\_\_
- To become \_\_\_\_\_  
\_\_\_\_\_
- To believe \_\_\_\_\_  
\_\_\_\_\_
- To promote \_\_\_\_\_  
\_\_\_\_\_
- To strive \_\_\_\_\_  
\_\_\_\_\_
- To seek \_\_\_\_\_  
\_\_\_\_\_

#### References

Covey, S.R., Merrill, A.R., & Merrill, R.R. (1997) *First things first*. New York: Simon & Schuster

