



**TILTING<sup>TM</sup>  
THE BALANCE**

# Defining Your Purpose: Crafting Vision, Mission, and Chief Aim Statements

In today's fast-paced and ever-changing world, it is all too easy to get lost in daily routines and societal expectations, causing us to lose sight of our true aspirations and values along the way. Without purpose, we risk moving forward aimlessly, leading to a lack of fulfillment and accomplishment.

Purpose is the underlying reason for your existence. It is the unique combination of your values, passions, and aspirations that shapes how you approach life. More than a goal or an ambition, purpose is the driving force that provides meaning to your actions. It guides you toward overall fulfillment and impact.

When you live with purpose, you align your daily decisions with your deepest beliefs and long-term vision. It is the compass that helps you navigate through even the most difficult challenges and distractions, ensuring that you remain on the path that leads to the life you desire most. While certain aspects of your purpose may evolve as you grow and gain new perspectives, maintaining awareness of it will continually provide insight and direction for your future actions.

Through our implementation of the innate power of purpose, we have come to discover an empowering framework which you may be familiar with if you have already explored our previous content. When you have a clear idea of your purpose, it drives clarity, which determines where to focus your efforts. Focus, in turn, fuels motivation, inspiring intentional action. Motivation transforms into commitment, and commitment becomes the foundation for disciplined, consistent action.

**Purpose » Clarity » Focus » Motivation » Commitment » Discipline » Results**

This illustrates how a clear sense of purpose empowers you to prioritize your goals, align your actions with what truly matters, and stay the course through even the most daunting challenges.

In this chapter, you will learn how to craft personal and professional mission statements, a personal vision statement, and a chief aim statement. These exercises are designed to deepen your connection to your purpose and equip you with powerful tools for making intentional, confident decisions throughout your life.

# The Power Of Guiding Statements

In the *Tilting The Balance*™ guided workbook, we have in the chapter The First Fundamental of Self-Love: Self-Awareness, an authors' note strongly advising readers to build both personal life and vision statements, a professional life mission statement, and a Chief Aim Statement. Each of these help to shape your overall life's purpose, and are especially powerful when combined.

Having these custom-crafted statements serves as a constant reminder of your deepest ambitions and highest ideals. These statements become the benchmarks against which you can measure your decisions, actions, and achievements, ensuring they align harmoniously with your true purpose in life.

On a practical level, clear and compelling vision, mission, and chief aim statements empower you to make intentional choices about how you allocate your time, energy, and resources. They enable you to prioritize your goals, streamline your efforts, and maintain focus amidst life's distractions and diversions. These statements guide you to determine whether opportunities fit with what you actually want.

By investing the proper time and effort to articulate your personal vision, personal and professional missions, and your chief aim, you will gain clarity of purpose, cultivate resilience in the face of adversity, and map your course toward leading a life of meaning, fulfillment, and impact.

The first three statements, the Personal Vision Statement, Personal Mission Statement, and Professional Mission Statement, are inspired by Jeff Lerner's teachings from ENTRE Institute. These foundational tools align your personal and professional life with your values and long-term dreams.

Starting with your Personal Vision Statement, this declaration guides your perspective on the world around you and your place within it. It captures your long-term goals, outlines the future you wish to create for yourself, and the impact you intend to have on others. This statement inspires intentional action and keeps you motivated as you work toward your ideal future.

Next, your Personal Mission Statement focuses on your specific mission and purpose in life. It reflects your core values and desires across personal growth, relationships, health, and spirituality. By anchoring your daily actions and decisions in alignment with what matters most, this statement provides clarity and direction for living a meaningful and fulfilling life.

For professional growth, your Professional Mission Statement emphasizes your career-focused goals, values, and contributions. It outlines the impact you wish to make within your field, aligning your professional growth and success with your personal values. By defining this statement, you create a guide for intentional decisions that support your career aspirations and the contributions you want to make to others.

Finally, the Chief Aim Statement, originating from Napoleon Hill's *Think & Grow Rich*, is a concise, singular driving initiative rooted in clarity, determination, and a deep understanding of the most ideal version of yourself. Among all the statements, we believe this is the most powerful because it not only encapsulates your purpose but also unifies your vision, mission, and professional goals into a single transformative goal.

When incorporated into your daily routine, the practice of your Chief Aim Statement becomes a catalyst for achieving exponential results. By stating it with conviction and pairing it with affirmations and visualization, you embed your goals into your subconscious mind. This practice drives the effort necessary to evolve into the version of yourself you aspire to be in the future. It strengthens your determination, enhances your commitment, and propels meaningful progress toward achieving your full potential.

Each of these statements plays a unique role in connecting you to your purpose and vision. Together, they form a cohesive structure for success, empowering you to navigate life with confidence and intention while making meaningful progress toward the life you envision.



## Understanding Vision And Mission Statements

Now that we understand the power of these guiding statements, let us explore practical techniques for crafting them effectively. Creating statements that deeply resonate requires both structure and alignment with your authentic self.

Before diving into the technical aspects of crafting these statements, we want to share an important reminder regarding your perspective on purpose that may transform how you approach this exercise. In our workbook, we had mentioned how one of our greatest mentors and cherished friends, Grayson Marshall Jr., had a profound realization after undergoing heart surgery. He came to understand that purpose runs deeper than simply identifying a “why.” Instead of beginning with *why*, he teaches that we must first determine *who* we want to serve and *how* we want to help them. By focusing on these elements first, the answers to why begin to unfold naturally. This perspective shifts the pursuit of purpose from an abstract concept to an intentional, action-driven approach.

Grayson explores this philosophy in his book, *Servant Made, Not Self-Made*, where he reveals how true fulfillment and success stem from serving others rather than focusing solely on personal ambition. His insight aligns directly with the principles we share throughout *Tilting The Balance*™. Purpose is not just a motivator; it is the foundation that makes consistent action sustainable. As you craft your mission and vision statements, consider who you aim to serve and how you wish to help them. These considerations will naturally reveal your deeper why.

The goal is not only to set objectives but to align them with a deeper mission of service. Keep this in mind as you move forward. Living and acting with purpose that centers on serving others will guide you toward the results that matter most.

With this service-oriented mindset as our foundation, let us now explore the structural elements that make mission and vision statements both memorable and effective.

To ensure your statements are both impactful and memorable, we recommend following two key principles. First, adhere to what we call “The Rule of 16” by keeping your statements concise, aiming for 16 words or less. This principle, inspired by Jeff Lerner and the University of Southern California’s film program, enhances clarity and memorability, ensuring your statements are easy to articulate and understand.

Second, start with a gerund, action-oriented words ending in “-ing” such as achieving, empowering, or

inspiring. This technique adds energy and excitement, making your statements more engaging and impactful. These structural guidelines will help you craft statements that are not only meaningful but also easy to remember and share with others.

Structure alone is not enough, though. How do you ensure that what you define actually aligns with your passions, strengths, and impact? This is where a powerful framework called *Ikigai* comes in. It is a Japanese concept meaning “reason for being” that helps you find fulfillment by identifying the intersection of four essential elements: what you love (Passion), what you are good at (Vocation/Strengths), what the world needs (Impact/Purpose), and what you can be paid for (Sustainability).

When these four elements align, you create a deep sense of purpose that guides your decisions, actions, and long-term direction. Mission and vision statements outline your purpose, while *Ikigai* ensures that purpose is meaningful, sustainable, and fulfilling in the long run.

If you have passion and skill but no market value, you may feel unfulfilled financially. If you pursue money and talent without passion or impact, you may lack true fulfillment. If you focus solely on what the world needs without considering your passions or strengths, you may feel drained. By refining your *Ikigai*, you align personal meaning with professional impact, ensuring that your mission and vision do not just sound good but lead to a deeply satisfying life.

To help you refine your mission and vision, we have created the following worksheet. Take time to thoughtfully answer each question, writing as much as comes to mind without filtering your responses. meaningful progress toward the life you envision.

# Finding Your Ikigai Worksheet

1. What activities make you feel most alive, energized, and excited?

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2. What are your greatest strengths or skills that come naturally to you?

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3. How can you contribute to others in a way that adds value or solves a problem?

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4. What opportunities exist to earn a living while doing what you love and excel at?

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## Clarifying Your Ikigai

Now review your answers to the four questions above and look for connections between them:

1. Circle any items that appear in multiple answers
2. Highlight activities or skills that energize you and that you are good at
3. Underline opportunities where you could be paid for something that helps others
4. Star any items that satisfy at least three of the four Ikigai elements

Your Ikigai most likely exists where these elements overlap. Based on your analysis, what potential paths might represent your true "reason for being"?

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Look for synergies between your answers. Your Ikigai lies at the intersection where your passion, skills, impact, and financial sustainability align. This exercise can provide powerful insight into your core purpose, making your mission and vision statements more authentic and actionable. With this deeper understanding of your purpose through Ikigai, you are now ready to craft statements that resonate with who you are and the impact you want to create in the world. Once you have completed this exercise, let us work together toward crafting your Personal Vision Statement, which will provide further structure for all of the other guiding statements.

# Crafting Your Personal Vision Statement

A personal vision statement is a concise declaration of your long-term goals, dreams, and the desired future you want to create. It is future-oriented, serving as a guide that impacts your decisions, actions, and priorities. By outlining your specific ambitions, milestones, and the legacy you wish to leave behind, your personal vision statement provides clarity on where you are headed and inspires the motivation needed to pursue your greatest objectives.

This vision statement is more about what you feel and why you are doing it, along with what you want to create over time, whereas the mission statements are more about what you are doing and how you are doing it right now.

Crafting a personal vision statement requires deep introspection to connect with your ideal future. The process involves reflecting on your values, dreams, and the impact you hope to make in the world. To help you with this important exercise, we have created the following comprehensive worksheet.

## Personal Vision Statement Worksheet

Your personal vision statement is a declaration of your long-term aspirations and the future you want to create. Unlike mission statements that focus on the present, your vision statement captures what you aim to achieve over time.

Use this worksheet to clarify your future aspirations, desired impact, and the legacy you wish to leave.

### Part 1: Future Exploration – Envisioning Your Ideal Future

Reflect deeply on these foundational questions. Your answers will uncover the future you want to create.

1. What does my ideal future look like?
  - If there were no limits, no fears, or obstacles, what kind of life would I create for myself?
  - What kind of impact do I want to make on the world or in my community?

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2. Who do I want to help, and why?
  - What people, groups, or causes matter most to me?
  - Why do I feel called to help them?
  - How will my vision positively impact their lives?

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3. What emotions do I associate with achieving my dreams?
  - How do I want to feel when I wake up every day?
  - What emotions do I want to experience when I reflect on my life years from now?

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4. What are the milestones I aim to reach?
- What major achievements, experiences, or contributions do I want to accomplish in my lifetime?
  - How will I measure progress toward my vision?
  - What legacy would this vision create?

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## Part 2: Personal Alignment – Connecting Vision with Values

Now that you have explored your ideal future, let's examine how it aligns with your deeper purpose and values.

1. Why does this vision matter to me?
- What deeper purpose does it serve?
  - How does this align with my core values and personal mission?
  - Which of my core values does this vision express or fulfill?

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2. What challenges might I face along the way?
- What fears, doubts, or external obstacles could hold me back?
  - How can I overcome them to stay on course?

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3. Who do I need to become to achieve this vision?
- What habits, mindsets, and skills do I already possess that will help me, and which ones do I need to develop?
  - How can I start embodying that version of myself today?

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4. Visualization Exercise: Take a moment to close your eyes and visualize yourself living this vision. What do you see, hear, or feel? What specific details stand out?

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## Part 3: Crafting Your Vision Statement

Now it is time to bring everything together. Remember to begin with an action-oriented gerund, clearly articulate the future you want to create, and keep your statement under 16 words for maximum impact and memorability.

Based on your reflections above, draft your Personal Vision Statement below:

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### Vision Statement Evaluation

After drafting your statement, evaluate it against these criteria to ensure it truly represents your aspirations:

- Does it paint a clear picture of the future you want to create?
- Does it reflect your deepest values and long-term aspirations?
- Does it inspire and energize you when you read it?
- Is it broad enough to encompass multiple goals yet specific enough to guide decision-making?
- Will it remain relevant over time as you grow and evolve?

### Example Vision Statements

Here are some examples that you can use as models for creating your own statement:

*"Building a world where education empowers every individual to achieve their highest potential."*

*"Developing communities that thrive through compassion, innovation, and sustainable practices."*

*"Creating environments where people discover their purpose and live with passion and fulfillment."*

As a true example, here is Justin's Personal Vision Statement:

*"Creating a world of effective communication, love, health, wealth, compassion, and individual fulfillment."*

### Living Your Vision

Your personal vision defines what you want to achieve and the impact you wish to create over time. It inspires intentional action and serves as a roadmap for your future. It motivates you to align your daily decisions with your long-term goals and provides a foundation for the meaningful progress you aim to achieve.

Now it is your turn. Take the time to reflect deeply, embrace your ambitions, and commit to crafting a vision statement that resonates with your core values and desires. Do not move on to the next statements until you do. Do not turn the page, pass go, or collect \$200, yet.

Jokes aside, take this moment seriously. Your future self, along with the others whose lives you will impact, are counting on it.

Remember, your personal vision statement is not just a declaration. This small, yet powerful tool has the ability to positively impact not just your life, but the lives of others as well.

Understand also, creating this vision statement is an iterative process. Do not be concerned if your initial draft does not feel completely aligned with your deepest aspirations. Take time to revisit and refine it over several



days or even weeks. The most powerful vision statements often emerge over time through reflection and revision. You may find certain words or phrases that initially seemed right no longer resonate, while new insights emerge that better capture your true purpose. Trust this process of refinement, as it is a journey of self-discovery that leads to greater clarity and conviction.

# Crafting Your Personal Mission Statement

Where personal vision statements focus on the vision of your future, personal mission statements articulate your fundamental purpose, values, and principles in the present. They express why you exist and what you aim to accomplish in your personal life, encompassing broader aspects such as growth, relationships, and contributions to society.

Your personal mission statement defines your purpose in the now. It reflects your values and ongoing actions, helping ensure your daily decisions align with what matters most. By clearly articulating this mission, you ensure your efforts and choices in your personal life remain purposeful and intentional.

Creating a personal mission statement requires deep reflection about who you are and your unique sense of purpose. The following worksheet will guide you through this important process of self-discovery. This reflection may challenge you, but the clarity it provides will be worth the effort.

## Personal Mission Statement Worksheet

Use this worksheet to clarify your purpose, values, and the principles that guide your daily actions. Unlike a vision statement, which focuses on the future you want to create, your mission statement captures what drives you today.

### Part 1: Self-Discovery – Uncovering Your Core Identity

Reflect deeply on these foundational questions. Your answers will uncover patterns in your life that point toward your mission.

1. When do you feel the most alive, in flow, or deeply fulfilled?

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2. What activities make you lose track of time?

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3. Who or what inspires you the most, and why?

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4. What significant challenges have you overcome that shaped your overall values?

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5. What are your core values? (List at least five values that define how you live your life, such as integrity, creativity, family, achievement, spirituality, freedom, service, etc.)

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6. What strengths or talents do others frequently acknowledge in you?

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7. If money and time were unlimited, how would you spend your days?

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## Part 2: Your Purpose – Making Your Impact

Now that you have a deeper understanding of who you are, let us refine how you want to contribute to the world.

1. Who do you feel most called to help? (Individuals, groups, causes, etc.)

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2. What are the reasons that helping them matters to you?

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3. What kind of impact do you want to have in the world, both immediately and as your legacy?

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4. If you had only five years to live, what activities would you dedicate your time to?

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5. What guiding principles or philosophies shape how you approach life? (Such as integrity, growth, compassion, excellence, etc.)

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## Part 3: Crafting Your Statement

Now it is time to bring everything together. Remember to begin with an action-oriented gerund, clearly articulate who you aim to serve and how, and keep your statement under 16 words for maximum impact and memorability.

Based on your reflections above, draft your Personal Mission Statement below:

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### Evaluating Your Personal Mission Statement

After drafting your statement, evaluate it against these criteria to ensure it truly represents your purpose:

- Does it reflect the essence of who you are and what you stand for?
- Does it address the significant roles in your life and encompass both personal and professional aspects?
- Does it embody actionable principles that will lead to the results you desire?
- Does it authentically represent the unique contribution you can make to society?
- How will this mission statement guide your daily decisions and actions?

### Example Mission Statements

Here are some examples that you can use as models for creating your own statement:

*"Inspiring personal growth through mentorship, education, and leading by example."*

*"Empowering others to overcome adversity and achieve fulfillment through discipline and mindset mastery."*

*"Creating opportunities for success by helping others align with their highest potential."*

As a true example, here is Justin's Personal Mission Statement:

*"Creating opportunities for personal growth, education, and overall achievement through positive role modeling."*

### Living Your Personal Mission

Your personal mission statement will serve as your daily compass, guiding decisions and actions that align with your deepest values. While the Rule of 16 and beginning with gerunds provide helpful structure, what matters most is that your statement genuinely captures the essence of your purpose.

Remember that creating this statement is an evolving process, and your first draft may not perfectly reflect your core purpose. Allow yourself the freedom to revisit and refine it as you gain deeper insights. What resonates today is likely to shift as you grow, with certain words falling away while new phrases better express your authentic purpose. Embrace this process of refinement, as it is a valuable exploration that brings you to a statement that is genuine and will inspire your daily actions.

Now, take time to put on some relaxing music, reflect deeply, and complete your personal mission statement before moving on to developing your professional mission statement.

# Crafting Your Professional Mission Statement

Crafting a professional mission statement is an opportunity to align your career with your purpose, values, and long-term aspirations. While personal mission statements define your overarching life purpose, professional mission statements focus specifically on your contributions within your field. They clarify your career goals, articulate the impact you wish to make, and serve as a guiding force in your professional journey.

A well-crafted statement highlights how your work influences others and contributes to your industry while staying true to your core values. Defining this career-focused declaration creates a framework for intentional decision-making, ensuring that every step forward aligns with your ultimate vision of success.

This professional declaration serves as a powerful tool that provides clarity for your career path, ensures alignment with your personal values, and acts as a guiding principle for the decisions you make in your professional life. The following worksheet will help you develop a statement that resonates with both your aspirations and the legacy you intend to leave behind.

## Professional Mission Statement Worksheet

This worksheet will walk you through self-reflection, refinement, and statement creation to help you craft your optimal professional mission statement.

### Part 1: Self-Reflection – Identifying Your Professional Purpose

Start by reflecting on your career path, values, and long-term aspirations. Answer these questions thoughtfully, as they will form the foundation of your professional mission statement.

1. What inspired you to enter your field?

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2. What aspects of your work bring you the most fulfillment?

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3. What problem(s) do you solve for others in your industry?

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4. Who do you serve, and why does it matter to you? (Clients, businesses, organizations, communities, etc.)

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5. How do you want your work to impact others? (Think about transformation, empowerment, innovation, or leadership, etc.)

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6. What principles and values guide the way you work? (List at least five that are non-negotiable.)

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7. What strengths, skills, or expertise set you apart in your industry?

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## Part 2: Defining Your Professional Goals & Legacy

Now that you have reflected on your purpose and values, let us refine how you want to grow, lead, and contribute to your field.

1. What is your ultimate goal in your career? (What do you want to achieve at the highest level?)

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2. What impact do you want to leave in your industry? (How will people remember your contributions?)

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3. What milestones or achievements would make you feel successful? (Such as promotions, impact, recognition, influence, or expertise, etc.)

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4. What is one career accomplishment you are most proud of, and why? (How does this reflect your purpose?)

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5. If you could create your dream job or business, what would it look like? (What role would you play? Who would you help?)

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## Part 3: Crafting Your Statement

Now it is time to bring everything together. Remember to begin with an action-oriented gerund, clearly articulate who you aim to serve and how, and keep your statement under 16 words for maximum impact and memorability.

### Mission Statement Evaluation

After drafting your statement, evaluate it against these criteria to ensure it truly represents your purpose:

- Is it concise and impactful?
- Does it clearly define what you do, who you serve, and the impact you create?
- Does it align with your personal values and career aspirations?
- Does it inspire you and provide direction for your professional growth?

### Example Mission Statements

Consider these examples as models for your own statement:

*"Inspiring leaders to achieve excellence through strategic coaching, mentorship, and mindset mastery."*

*"Advancing financial literacy by providing entrepreneurs with practical tools for wealth creation."*

*"Developing groundbreaking solutions that enhance sustainability in the construction industry."*

As a real example, here is Justin's Professional Mission Statement:

*"Providing educational and fiscal resources to empower individuals and businesses to achieve health, wealth, and fulfillment."*

### Living Your Professional Mission

This formulation demonstrates how a focused and concise declaration can integrate core values with professional objectives while emphasizing meaningful contributions.

A strong professional purpose bridges personal growth with career fulfillment, reinforcing the impact you make in the world through your work. It should be an authentic representation of your aspirations and the value you bring to your industry.

Remember that developing your professional mission statement is an evolving process. Your first draft may not perfectly capture your purpose. What feels relevant today may shift as you advance in your field or discover new opportunities. Embrace this refinement journey, as each revision brings you closer to a statement that will guide you toward meaningful success.

Take the time to craft a statement that authentically reflects your ambitions. The clarity you establish now will shape your career path and ensure your work remains purposeful and fulfilling.

Do not proceed to the next chapter until you have completed this important exercise. Your professional mission statement will be a crucial element in developing your Chief Aim Statement, which we will explore next.





## Defining Your Chief Aim Statement

Now that you have defined your personal vision, clarified your personal mission, and established your professional mission statement, you have a clear understanding of your values, purpose, and the impact you want to create in both your personal and professional life. However, purpose alone is not enough. To transform these aspirations into reality, you need focused energy toward a singular, driving purpose. This is where taking the time to create a Chief Aim Statement can drastically benefit you.

A Chief Aim is more than just a goal. It is a declaration of your deepest desires, backed by commitment, strategy, self-confidence, and belief. It serves as the guiding force that shapes how you make decisions, prioritize time, and take intentional action. It is also designed to help you build trust in your abilities to make your dreams a reality. Without a compelling sense of purpose, even the most ambitious people can struggle to overcome uncertainty, inconsistency, and distractions. This is where a Chief Aim Statement can directly aid in establishing a more concrete direction for your life.

The concept of a Chief Aim was made famous by Napoleon Hill in his 1937 classic, *Think and Grow Rich*. He outlined six fundamental steps that transform someone from feeling lost or misguided into a person with burning desire and the ability to achieve tangible results. While Napoleon Hill presented this concept primarily in terms of financial objectives, the principle itself applies to every area of life. Whether your goal is to improve your health, strengthen relationships, build a business, or rise as a leader, the same process of defining a decisive, specific target and reinforcing it daily serves to be just as effective.

Many accomplished individuals in recent history have credited *Think and Grow Rich* as a foundational influence in their achievements. Media mogul Oprah Winfrey has spoken about how the teachings shaped her mindset, while entrepreneur Daymond John, founder of FUBU and Shark Tank investor, attributes his rise from humble beginnings to these principles. Martial artist and actor Bruce Lee famously wrote his own version of this declaration, detailing his goal of earning ten million dollars by being the highest-paid Asian actor in the United States, years before it became his reality. Renowned personal development coach Tony Robbins has also acknowledged the impact Hill's work had on his journey.

Hill's approach focuses the mind with clarity, emotion, visualization, and repetition. These dynamics work together to align thought with desired outcomes. By vividly declaring and experiencing exactly what you want, by when, and what shall be done and given in return for it, ahead of its actual manifestation, intention is signaled to both your subconscious mind and the universe. This constant focus works to aid in attracting the people, resources, and opportunities that support your aspirations.

# Creating Your Chief Aim Statement: A Six-Step Process

To aid you in structuring your own statement, we are going to walk through Hill's six steps using a specific example to provide further clarity. Whether your vision involves building a company that globally changes lives, creates individual financial freedom, or simply allows the ability to make a comfortable living doing what brings fulfillment, these are part of the variables to decide in the initial phases of crafting your statement.

This is where you must start, identifying what your end goals are. This is how you harness your deepest inner wishes and transform them from abstract ideas into actionable plans, guidelines, and results.

Before diving deep into the six steps, it is essential to ensure your Chief Aim is built upon a foundation that aligns with who you are and what brings you the utmost fulfillment. The most successful people understand that achievement without authenticity often leads to emptiness. This is why the Japanese concept of Ikigai proves invaluable in this process.

Ikigai means "reason for being" and harmonizes four essential elements: what you love, what you excel at, what the world needs, and what you can be compensated for. When your Chief Aim incorporates these elements, it serves more than a goal; it becomes a calling. Without this alignment, even the most precisely crafted statement may not lead to meaningful achievements.

Consider someone who pursues financial goals based solely on earning potential without considering their passions or strengths. Even if they succeed, they risk attaining wealth that feels empty or unfulfilling. Conversely, focusing entirely on what energizes you without regard for market value or world impact may lead to struggles with financial stability or maintaining relevance in the marketplace.

As you prepare to craft your statement, reflect on these questions and your Ikigai answers: What activities make you feel most alive and energized? What natural strengths do you possess that others frequently acknowledge? How can you contribute value to others in ways that solve significant, real-world problems? This exploration ensures your Chief Aim reflects not just what you want to achieve, but who you are at your core. It provides the foundation for the impact and legacy you wish to create through your endeavors. Use your completed Ikigai, mission, and vision statements within this resource as guiding references to align your Chief Aim with your deeper purpose and long-term vision.

With these fundamentals established, let us now walk through the six steps for creating your statement. For our sample, we will use the example that the dream is to become a highly successful real estate investor.

## Step 1: Fix in Your Mind the Exact Amount of Money You Desire

Your declaration must begin with your name followed by a precise monetary goal. Vague desires like "I want to be rich" or "I shall have lots of money" are not precise enough for success. You must set an exact financial amount that your mind can focus on.

**Example:** "I, [Your Name], will have in my possession \$1,000,000."

This specificity creates a measurable idea for your subconscious mind and is critical in shaping your decisions and actions. If you are wondering how high to set your goal initially, Napoleon Hill established clear principles for this benchmark. Your goal must be specific, and you must believe in it enough that your subconscious accepts it as possible. If the number feels too small, it likely cannot ignite a deep, burning internal desire. If it feels impossibly large, it is more likely to be dismissed as fantastical. The sweet spot is an idea that excites you, pushes you outside your comfort zone, and still feels achievable with focused effort and faith. The beauty is, once you do reach a proposed target, you can always create an updated statement and build again from there.

## Step 2: Determine What You Will Give in Return for the Money You Desire

Achievement requires exchange. What skills, efforts, resources, or contributions shall be committed to achieve this goal? This must be decided here.

**Example:** "In return, I will dedicate the majority of my time to analyzing and acquiring potential properties, to building amazing, reciprocal relationships with real estate industry professionals, and vow to continuously seek out the best ways to create value in every transaction I am part of while always positively and respectfully serving my tenants with every property I acquire."

Defining your commitment ensures you approach your goals with purpose. You must invest in your dream.

## Step 3: Establish a Definite Date

Goals without clear deadlines lack urgency. Therefore, just as you set a precise financial amount, you must set an exact date for achieving the outcome as defined in your statement.

**Example:** "I will achieve this by December 31, 20XX."

This deadline creates accountability and gives the mind a fixed target. A concrete timeline enhances your ability to make strategic decisions and maintain discipline in daily actions.

## Step 4: Create a Definite Plan and Begin Immediately

A dream without a plan is most often just a wish. To bring dreams to life, we must design and implement methodical approaches and take consistent action, even when the best paths forward feel uncertain. For this step, you are going to complete a general outline for how you shall achieve your goal. It does not need to be a detailed strategy at this stage. For our real estate investment business example, here are some potential plan options:

- Continually educate myself on market trends and investment strategies
- Secure numerous, highly beneficial funding options for investment property financing
- Build a powerhouse team of expert real estate agents, property inspectors, contractors, wholesalers, property managers, and industry professionals who all operate with the utmost integrity
- Become masterful at analyzing profitable investment opportunities
- Develop robust systems to ensure all aspects of my operations run smoothly for everyone involved

Overthinking typically leads to procrastination. The key is to get started, because even small actions can build momentum and compound over time, revealing new options, opportunities, and outcomes. The most accomplished people usually begin before they feel completely ready and stay flexible enough to adjust along the way. True mastery lies in finding the balance between overplanning and underplanning, and developing the wisdom to know when to advance, pause, refine or abandon certain initiatives.

# Chief Aim Statement Worksheet

With all of these insights, you are now ready to begin crafting your very own statement. We have created a detailed worksheet that aids you in the process:

Take time now to work through each step, developing a personal statement:

## Step 1: My Exact Financial Goal

I, (Your Name) , will have in my possession \$\_\_\_\_\_

## Step 2: What I Will Give in Return

In return, I will \_\_\_\_\_

## Step 3: My Deadline

I will achieve this by \_\_\_\_ (Insert Exact Date) \_\_\_\_\_

## Step 4: My Plan (List the most impactful, specific actions possible)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Step 5: Write Out a Clear, Concise Statement

Now, combine all previous steps into a written declaration that reinforces the vision. This step transforms the individual components into one powerful, comprehensive statement that captures the complete intention. When crafting your statement, remember that your Chief Aim should be clear, memorable, and inspiring. It should be easy to read aloud with conviction, capture the essence without overwhelming detail, and flow naturally when spoken. You may choose to include every detail from your planning, or streamline your statement to be more compelling and memorable by focusing on the most impactful commitments and actions.

**Example Statement:** "I, [Your Name], will have in my possession \$1,000,000 by December 31, 20XX. In return, I will dedicate the majority of my time to analyzing and acquiring profitable properties, building exceptional relationships with real estate professionals, and always creating value for my tenants and business partners. I will continuously educate myself, secure beneficial financing, build a powerhouse team, master property analysis, and develop systems that ensure success for everyone involved. I will consistently take action toward my plan and will always embrace every opportunity for growth."

The key is finding the balance between comprehensive coverage of your commitments and creating a statement that ignites burning desire each time you read it.

Keep in mind that this is just one example. Your declaration can take many forms depending on what matters most to you. For some, it could be winning an award, becoming a world champion in a sport, or inventing a product that revolutionizes the world. You may dream of writing a best-selling book, building a thriving enterprise, traveling to meaningful destinations, helping animals or the environment, or achieving personal goals such as mastering a skill or completing a meaningful accomplishment. Whatever your answers, your statement should align with the outcomes that matter most to you personally.

It can take considerable creativity, time, and refinement to draft a statement that fully resonates with your deepest desires. Napoleon Hill does not prescribe a strict timeline for how long it may take to complete it, and instead encourages you to persist regardless of the amount of time required. Your goal is to create a statement so compelling that it ignites a burning desire and aligns your subconscious with focused action. Whether it takes a few hours, a few days, weeks, or numerous thoughtful revisions over time, take as long as necessary to ensure your statement feels authentic and empowering to you. Once it does, this is when you must commit to reading it with conviction twice per day and to continuously acting on its guidance.

## **Step 6: Read Your Statement Aloud Twice Daily**

Once your statement feels complete, the real science is in utilizing repetition to ingrain your objectives into the subconscious, aligning your thoughts and actions with the belief in the achievement of your desires.

To develop this deep sense of belief, Napoleon Hill recommends reading your statement aloud with conviction each morning upon waking and each evening before retiring to best reinforce your belief and alignment with your goals.

For maximum impact, it is suggested you pair your approach with Hill's Self-Confidence Formula, a pre-written declaration that affirms your abilities, reinforces persistence, and conditions your mind to act with determination. Napoleon Hill advised reciting it aloud at least once daily.

You may choose to read the Self-Confidence Formula before your statement, which primes your mind with belief and conviction. Or you may prefer to do so afterwards, reinforcing your goals with a declaration of confidence and self-trust. Experiment with various approaches and timing to discover which strategy resonates most with you. While we suggest the mornings to help set the tone for your day, you may also recite it at any point during your waking hours to strengthen your alignment and belief, as consistency is more important than timing. Hill's Self-Confidence Formula is included at the end of this chapter for your reference.

The last critical component of this process is to ensure that, in the evenings, after reciting your Chief Aim Statement aloud (along with the Self-Confidence Formula if you choose), you spend time vividly visualizing your dreams as if they are already accomplished. Napoleon Hill taught that this approach of seeing and feeling yourself already in possession of your desire is essential. We recommend setting aside up to thirty minutes daily to participate in this exercise, although Hill did not specify an exact duration.

To properly execute the practice of visualization, you must begin by creating a detailed image of what achievement looks and feels like for you. Clearly see it in your mind and step into the moment as though it has already happened. This could be something like seeing yourself logging into your bank account and seeing the exact amount of your goal deposited. Or perhaps you visualize yourself walking through the front door of the home you have always dreamed of owning, feeling the keys in your hand as you turn to see your loved one's faces light up with joy. Maybe you see yourself standing on stage receiving an award for your achievements, hearing the applause and feeling the weight of a trophy in your hands. You might envision opening an acceptance letter to your dream university, or shaking hands with a business partner as you sign a contract that changes everything for your company. The possibilities are endless, but the key is to create a vivid picture that captures your deepest emotions and makes the achievement feel absolutely real.

This very method has been used successfully by many accomplished individuals. One of the best examples is the famous actor Jim Carrey who successfully applied this very approach. He wrote himself a check for ten million dollars years before his breakthrough and carried it in his wallet while visualizing himself receiving that exact amount for his acting services. When his career reached new heights with his role in the 1994 award-winning movie *Dumb and Dumber*, he earned precisely that sum. Perhaps you'll decide to hold a check written for the amount you set, just as Carrey did?

To further enhance and optimize your practice, your visualization routines can become much more expansive when you can go deep into every detail. When you finally actualize the moment where you have achieved your desires, what are you wearing at that time? What colors surround you? Who is with you, and what are

they saying? Where are you? Are you inside somewhere or outdoors? What does the scenery look like around you? What sounds do you hear? Is there applause, music, or a voice announcing your name? What do you feel physically, such as temperature, textures, or perhaps the weight of an object in your hand? Are there any tastes or smells present? What specific emotions are you experiencing in this exact moment?

As you build the imagery of your dream come true, be sure to engage all of your senses. The more vivid and specific this scene is, the more your subconscious mind can accept it and the better it can begin working to convert your visions into your reality.

These collective steps have a genuine ability to condition your mind for achievement. By repeatedly affirming your statement, the Self-Confidence Formula, and visualizing your results with conviction, a transformation in behaviors, identity, and outcomes can occur. Most people fail to live out their deepest desires because they do not follow through on the work it takes to reinforce the belief that their dreams are even possible to achieve. By consistently utilizing this practice, it helps you overcome self-doubt, build confidence, and remain aligned with your purpose and actions.

By following these steps, you establish a structured, personalized, daily reminder of what is being worked toward. This collectively aids you in maintaining focus, motivation, and discipline.

Before moving forward, take the time to begin drafting your Chief Aim Statement. If you feel you would benefit from hands-on support, we are here to guide you through the process of optimizing it and implementing it into your life. Visit [www.TiltingTheBalance.com/LiveLearning](http://www.TiltingTheBalance.com/LiveLearning) to explore our coaching services and learn how we can support your journey to help you accomplish what matters most.

Below is an extract from Napoleon Hill's Think and Grow Rich (re-published in 2007):

### **Self-Confidence Formula**

*I know that I have the ability to achieve the object of my Definite Purpose in life, therefore, I DEMAND of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.*

*I realize the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action, and gradually transform themselves into physical reality, therefore, I will concentrate my thoughts for thirty minutes daily, upon the task of thinking of the person I intend to become, thereby creating in my mind a clear mental picture of that person.*

*I know through the principle of auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it, therefore, I will devote ten minutes daily to demanding of myself the development of SELF-CONFIDENCE.*

*I have clearly written down a description of my DEFINITE CHIEF AIM in life, and I will never stop trying, until I shall have developed sufficient self-confidence for its attainment.*

*I fully realize that no wealth or position can long endure, unless built upon truth and justice, therefore, I will engage in no transaction which does not benefit all whom it affects. I will succeed by attracting to myself the forces I wish to use, and the cooperation of other people. I will induce others to serve me, because of my willingness to serve others. I will eliminate hatred, envy, jealousy, selfishness, and cynicism, by developing love for all humanity, because I know that a negative attitude toward others can never bring me success. I will cause others to believe in me, because I will believe in them, and in myself.*

*I will sign my name to this formula, commit it to memory, and repeat it aloud once a day, with full FAITH that it will gradually influence my THOUGHTS and ACTIONS so that I will become a self-reliant, and successful person.*

-(Signed Your Full Name & Date Completed)