



# Creating Your Personal Mission Statement

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# Writing a Personal Mission Statement

A personal mission statement is simply a brief description of what you want to focus on for the near future.

## Why do you need a Personal Mission Statement?

Because it keeps you focused!

It represents what you want to accomplish and who you want to become over the next one to three years. It is a way to focus your energy on doing things that matter and things that create value to you. It's your way of living.

## Personal Mission Statement Guidelines

Keep it simple. It should be brief, clear, and succinct and no more than 5 sentences. That's it.

- Keep it ***focused*** on who and what you want to become.
- Think about the ***precise*** actions, behaviors, habits and qualities that will have a substantial positive impact in your life over the next one to three years.
- Make it positive. Instead of saying what you ***don't want to do***, say what you ***want to do or become***.
- Make it a part of ***your everyday life***. It should guide you in your day-to-day actions, thoughts, and decisions.
- Think about how your mission ***affects all areas*** of your life.
- You should have ***an emotional attachment*** to it because that will keep it compelling, inspiring, energizing, and will provide you with the daily motivation you need to keep it going.

Remember: ***Missions Statements change as you grow***. This should continue to change and evolve as you gain crucial insights into this aspect of your life.

## **A meaningful personal mission statement contains two basic elements:**

- **What you want to do** – what are the contributions you want to make in life?
- **Who you want to be** – what character strengths do you want, what qualities do you want to develop, and who do you want to become?

### **A personal mission statement helps you:**

- Learn more about yourself
- Keep your daily goals in check
- Examine your goals on an ongoing basis to allow you to focus them into clear and concise statements and actions.
- Stay focused to help you to achieve them more easily.
- Define your contribution to the world, your family, your career, and your community.

# Remember...

*An Empowering Mission Statement...* Represents a solid connection with your deep inner core.

*An Empowering Mission Statement...* Is the manifestation of your distinctive capability to contribute to your life and the lives of others.

*An Empowering Mission Statement...* Integrates fundamental human needs in the physical, social/emotional, mental, and spiritual arenas.

*An Empowering Mission Statement...* Combines all significant roles in your life. It represents a mixture of the personal, family, work, and community roles you fill.

*An Empowering Mission Statement...* Inspires you to live purposefully and intentionally.

# LET'S BEGIN

**Step 1: Think. Just think.** Who are you now and who do you want to become? Pay attention to the gap because you need to bridge the two.

**Step 2: Identify Your Core Values.** Develop a list of qualities that you believe identify who you are and your priorities. Write as many as you want because once your list is complete, you can narrow your values to five or six of the most important ones.

**Step 3: What contributions do you want to make to your life,** the lives of others, and to the world?

**Step 4: Identify Your Short-term Goals.** Make a list of your personal goals within the next three years. Write down the results you want to see and what steps you need to take to lead you to those results.

**Step 5: Write It.** Start writing your personal mission statement.

**Need some inspiration?** Are there notes, quotes, ideas, or thoughts you can use as motivation in writing your personal mission statement?

## Here are a few:

**OPRAH WINFREY, FOUNDER OF OWN, THE OPRAH WINFREY NETWORK** - "To be a teacher. And to be known for inspiring my students to be more than they thought they could be."

**SIR RICHARD BRANSON, FOUNDER OF THE VIRGIN GROUP** - "To have fun in [my] journey through life and learn from [my] mistakes."

**AMANDA STEINBERG, FOUNDER OF DAILYWORTH.COM** - "To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world."

**PERSONAL MISSION STATEMENT  
WORKSHEET**

*WHAT DO YOU WANT YOUR LEGACY TO BE?*

*WHO OR WHAT DO YOU WANT TO IMPACT?*

*HOW DO YOU WANT TO CREATE CHANGE THAT WILL BE PASSED ON TO OTHER  
GENERATIONS?*

*HOW WILL YOU KNOW WHEN YOU ARE SUCCESSFUL?*

*WHAT ACTIONS ARE NECESSARY TO MAKE THIS A REALITY?*

*WHAT IS MY PERSONAL MISSION STATEMENT...*

## **EVALUATE IT**

### **Review it and ask:**

- Do I feel this represents the best that is within me?
- During my best moments, do I feel good about what this represents?
- Do I feel direction, purpose, challenge, and motivation when I review this statement?
- Does it challenge and motivate me?
- Does it communicate my vision and values?
- Does it take into consideration the most significant roles in my life?
- Does it represent my contribution to community?

If you like it, you have your mission statement. If not, start over! It's your mission statement and it needs to represent all of you, every day.

