**MISSION STATEMENT**

*A Mission Statement is designed to provide its 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*

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)

**Directions**

Take 5 minutes to complete the ten (10) statements on the following page. Use these ten

statements to create a concise statement of your personal/professional mission on the

following page. Remember that a mission statement continues to mature and evolve—this

work is only the beginning of your continual refinement of your mission.

**Practice**.

Practice with the following sentence forms to start to create your vision and

mission for yourself.

It is my mission:

• To live:

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• To work: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To continue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To love: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To be: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To become: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To believe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To promote: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To strive: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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• To seek: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

& Schuster

**MISSION STATEMENT**

This is my Mission.

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