



BUILD YOUR
**PERSONAL VISION &
MISSION STATEMENT**

INTRODUCTION

Begin with the end in mind

Stephen Covey

A GPS (Global Positioning System) is an incredible marvel of technology. When provided with our present location and destination, reams of data stored on a small device can guide you effortlessly through your travels with never a worry of getting lost.

Without knowing where you presently are and where you want to go, the GPS can't help you. It cannot chart a path through all the obstacles and certainly has no concept of where you need to end up.

Ironically, a GPS is very similar to our own lives. Without a grasp of where we are in life and where we want to grow to in life, we are figuratively stuck in a strip mall parking lot during a hot August day (and the AC isn't working and one of

Do I need a Vision/ Mission Statement

The simple answer is YES.

I could leave it there, but imagine waking up every morning, jumping in your car in anticipation of a lovely drive and then ending up back at that same strip mall, with vomit on the rear seat and crying children.

Now imagine that EVERY..SINGLE..DAY.

If your life feels like being on a hamster wheel, your quickest way off is to input a destination. Hopefully, that destination is part of a joyful, compelling life.

Live the Life of Your Dreams: Be brave enough to live the life of your dreams according to your vision and purpose instead of the expectations and opinions of others.

Roy T. Bennett,
The Light in the Heart

What is a Vision and Mission Statement

Vision and Mission statements have been used in the corporate world for decades. Any company that aspires to be successful will start early to draft their statements and build their culture around them.

In essence, the Mission Statement talks about your purpose for being, and it's not static. It can change as you change and grow.

Your Vision statement is what you aspire to be upon reaching your mission.

To sum it up, the Vision Statement is your GPS final destination, and the Mission Statement is kind of like the directions to get you there.

Mission statements are the current purpose a company serves as its functions.

Vision statements are a look into a company's future or what its overarching vision is.

Some Examples of Vision Statements

1. Alzheimer's Association: A world without Alzheimer's disease.
2. Southwest: To be the world's most loved, most efficient, and most profitable airline.

Some Examples of Mission Statements

1. Tesla: To accelerate the world's transition to sustainable energy.

Customers will never love a company until the employees love it first.

Simon Sinek (@simonsinek)

April 16, 2014



The above quote by Simon Sinek is relevant to your personal mission and vision statement,

even though it may not appear to be at first glance.

While you, as a carbon-based human entity, might not identify as a corporation (and no judgment if you do), the sentiment that Simon states still holds true.

Think of yourself as a company, and your sole employee is YOU.

You, as a company, will have a far easier time and much better success reaching your goals when your sole employee (that's YOU) loves the company (that's you..again).

Why is that? It's because when you have a strong mission/vision statement that incorporates compelling values and powerful ethics, you tap into the warm and fuzzy power of GOOD that envelopes the Universe.

It also is a solid foundation for building your goals and for leading your life. If what you do, say and believe are in line with your Mission/Vision statement, you always know that you are on the right path.

Here are some template examples of Mission/Vision Statements:

To use my {strength or skill} to {define the impact you want to have}

I value {insert top values} and will therefore leverage those values to achieve {what you want to achieve}

I will use my {skills or knowledge} to {the action you want to do, i.e. lead or motivate} {who are you doing that action to?} so that {what goal do you want to achieve}

Honestly, there is no formula to the statement. It's YOUR personal mission and vision, so the sentence can read any way you want it to.

Here are some real-world examples.

"Improve Lives. The concept of improving lives runs through the centre of everything I do"

Will Smith

"To have fun in (my) journey through life and learn from (my) mistakes"

Richard Branson

"To be a teacher. And to be known for inspiring my student to be more than they thought they could be"

Oprah Winfrey



Vision Statement WORKSHEET

As you start completing this workbook, remember these important points.

Be honest. This can be a decisive step forward on your journey to a compelling future. Still, it will have limited value if you aren't honest when you complete it. You come to this place with some pre-conceived ideas of your life and how it should be lived. Don't respond with the answers that you THINK other people want to hear. Answer with responses that speak to who you are. You will get much further being true to yourself than you will by building goals that don't talk to your soul. You have gifts that are unique to you. It's your job to discover them.

Don't be shy. Believe it or not, humans are conditioned to play it safe. There are always exceptions, but in general, we often downplay our skills, abilities, and dreams. STOP DOING THAT. It serves no purpose. If you want HUGE, LOFTY goals, then embrace them. I promise you that if you try and achieve those goals and fall short, you will still have learned and gained so much that you will still be quantum leaps ahead of someone who set a small goal.

You are not being timed, and this is not a race. It's essential that you ponder your responses before you write them down. You don't get bonus points for finishing this within 30 minutes. Sit back and relax and think. If it feels unnatural, it's because most of us don't take the time to truly *feel* our responses.



1. NAME YOUR MOST IMPORTANT VALUES.

What is a "VALUE"?

A value is a person's principles or standards of behaviour; one's judgment of what is essential in life. (Thank you, Websters Dictionary)

Here are some examples. It is not a complete list. If you have something not on this list, it's still valid.

Shoot for at least 5, but if you are getting close to 20, pare back to the ones that mean the most to you.

Don't forget that many values contain other values in them. Usually, if Integrity is a value, you can safely assume that Honesty is as well.

| | | | |
|----------------------|------------------------------|-------------------|-------------------------|
| Family | Freedom | Security | Loyalty |
| Intelligence | Connection | Creativity | Humanity |
| Success | Respect | Invention | Diversity |
| Generosity | Integrity | Finesse | Love |
| Openness | Religion | Order | Advancement |
| Respect | Joy/Play | Forgiveness | Work Smarter/Harder |
| Excitement | Change | Goodness | Involvement |
| Faith | Wisdom | Beauty | Caring |
| Personal Development | This Too Shall Pass Attitude | Honesty | Adventure |
| Kindness | Teamwork | Career | Communication |
| Learning | Excellence | Innovation | Quality |
| Commonality | Contributing | Spiritualism | Strength |
| Entertain | Wealth | Speed | Power |
| Affection | Cooperation | Love of Career | Friendship/Relationship |
| Encouragement | Pride in Your Work | Clarity | Fun-Loving |
| Charisma | Humor | Leadership | Renewal |
| Home | Be True | Contentment | Friendship |
| Courage | Balance | Compassion | Fitness |
| Professionalism | Relationship | Knowledge | Patience |
| Change | Prosperity | Wellness | Finances |
| Gratitude | Grace | Endurance | Facilitation |
| Effectiveness | Fun | Fame | Justice |
| Appreciation | Willingness | Trusting Your Gut | Giving People a Chance |
| Patience | Forgiveness | Self-Respect | Abundance |
| Reciprocity | Enjoyment | Entrepreneurial | Happiness |
| Harmony | Peace | | |

LIST YOUR TOP TEN VALUES



2. WHAT ARE SOME OF THE THINGS THAT YOU MOST ENJOY DOING?

We love certain activities, some that are ok and then there are those tasks that we hate (i.e., doing the taxes, cleaning the toilet). What are the activities that you love doing? You are eager to start them and look back on their completion with pride. There are no wrong answers here.

LIST TEN THINGS YOU ENJOY DOING

Now, look at those tasks. Do they have a common thread that runs in them? Do they all involve family, or maybe building something, or giving back to others.

They don't need to have a common thread, but if they do, write down what it (they) is (are)

WRITE DOWN A COMMON THREAD IN YOUR FAVOURITE ACTIVITIES

3. **WHAT ARE YOUR MOST SIGNIFICANT ACCOMPLISHMENTS IN LIFE?**

List your top 10 significant accomplishments. An important note here, do not make them all work-related. You are a balanced individual, so celebrate that.

Also, do not focus on only accomplishments where you received public accolades or awards. Again, those are amazing, but not the whole YOU.

- Are you a parent? Write that down.
- Did you win a hot dog eating competition in your youth? Write it down.
- Do you exercise on average three days a week? Write it down.
- Are you always there for your friends? Write it down.
- Do you bake the most amazing chocolate chip cookies? Write it down (and send me the recipe, please)

LIST YOUR BIGGEST ACCOMPLISHMENTS

WRITE DOWN A COMMON THREAD IN YOUR ACCOMPLISHMENTS

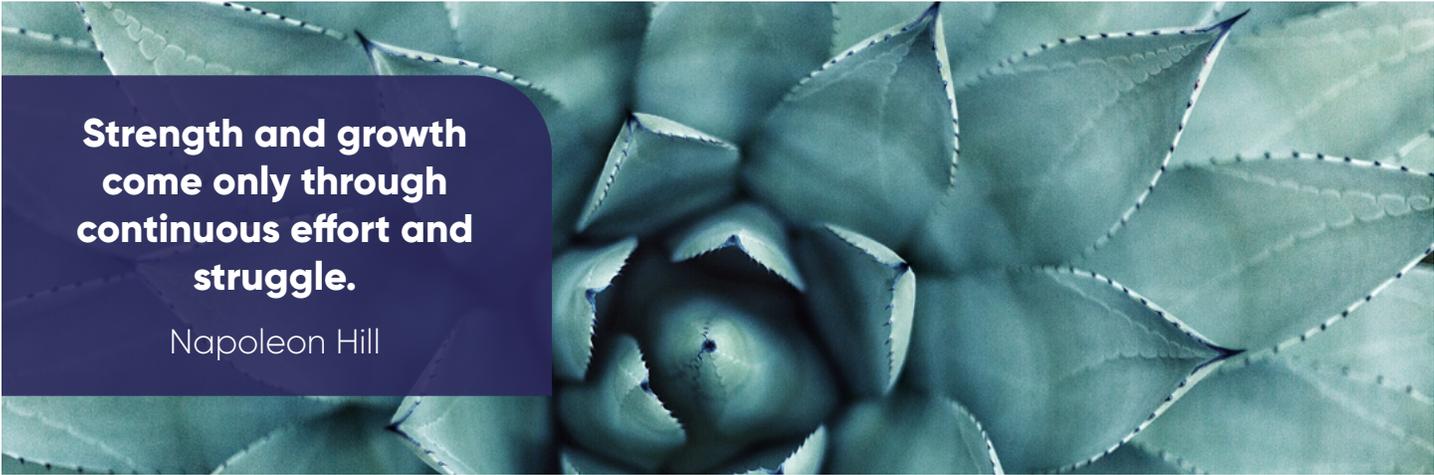
4. WHAT ARE YOUR STRENGTHS?

Describe your strengths. What are your superpowers? We all have them. It may not be invisibility or a knack for leaping tall buildings. It could be something like

- Knowing when friends/family are feeling down
- Using humour at JUST the right time
- Running a 4-minute mile
- Being able to sell anything to anyone.

A quick afterthought on this one. Keep the strengths to stuff that you are proud of. Being able to tip a cow or eat 20 goldfish in a row is NOT a strength.

LIST YOUR BIGGEST ACCOMPLISHMENTS



**Strength and growth
come only through
continuous effort and
struggle.**

Napoleon Hill

5. WHAT IS ON YOUR BUCKET LIST?

Describe some of the items on your bucket list (things you have always wanted to do, see or achieve). When you jot down your list, also note WHY they are on your bucket list. What do you hope to gain from these events?

WHAT'S ON YOUR BUCKET LIST AND WHY?

6. WHAT ARE YOU GRATEFUL FOR?

You create opportunities by performing, not complaining.

Muriel Siebert

If you spend any time involved in the power of the Universe, you know that the first step in achieving anything is being grateful for what you have. Believe it or not, before you get to be the CEO of your own company, you need to be thankful for your job cleaning latrines because it's teaching you the power of toughing it through the most adverse conditions.

Before you get the Italian sports car, you need to be grateful for the 1983 POS you drive because it's getting you to night classes at the college to get your business diploma. Before you can be in great physical shape, you need to be grateful for being alive every morning so you can train for your first 5K.

While perhaps not perfect, everything you have teaches you something that will help you in the future. If you spend time being UN-grateful for your job, car or health, you miss out on the intensely valuable learnings that can be gained.

WHAT ARE YOU GRATEFUL FOR?

7. WHAT WILL BE YOUR LEGACY?

When your time on this earthly plane is done, you will become pure energy and probably never look back, but you will leave a legacy behind.

For some, it's phenomenal and inspiring. For others, it may be a legacy of despair or hate. TODAY is the day that you decide what side of the scale your legacy will be on.

What do you want to be remembered for when you are gone? Maybe it's your children or the love you provided your spouse or the help you provided to the homeless? Perhaps you coached a youth soccer team and made children appreciate teamwork and sportsmanship. It doesn't have to be Mother Teresa level stuff, but it can be if you want it to be.

What puts a smile on your face?

What do you want to be written on your tombstone.?

DESCRIBE YOUR LEGACY

The great use of life is to spend it for something that will outlast it.

William James

Create Your Mission Statement

By now, you have your Vision Statement (your destination), so now let's look at your Mission Statement. As luck would have it, a lot of the work is done. Suppose you spent time contemplating that last set of questions. In that case, your brain is already in overdrive, thinking of ways to get you there. Still, the Mission Statement will help solidify the route.

1. HOW CAN YOU BEST SERVE OTHERS?

Disregard your present circumstances. Wherever you are in life is NOT necessarily where you were meant to be. This moment does NOT define you as a human. You have potential beyond your imagination. That is not some crystal rubbing, sage-burning BS. It's hard, factual science.

So, take a moment, close your eyes (disregard if this is an audio version of the workbook and you are driving), slow your thoughts and ask yourself the following

"I am on this planet for a reason. What is that reason, and how do I use it to better others."

HOW CAN YOU BEST SERVE OTHERS?

2. HOW DO YOU WANT OTHERS TO FEEL BECAUSE OF YOUR EXISTENCE?

No matter how much physical wealth or possession you accumulate, it will eventually tarnish, disintegrate or fade. Even your bundles of paper currency have an average life span of about 6 to 8 years (that goes to 30 years if you hoard coins...but why would you). What truly lasts is the way you made people feel. It's eternal.

If you want some examples, regardless of your beliefs, think about figures like Jesus, or Buddha, Martin Luther King Jr. . More recently, Robin William. Perhaps your parents?

Of course, there are negative examples (i.e. Hitler), but you understand how just a name can make you feel one way or another.

Describe how you want people to feel?

HOW DO YOU WANT OTHERS TO FEEL?

**I've learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.**

Maya Angelou

3. **HOW DO YOU WANT TO FEEL ABOUT YOUR RELATIONSHIPS?**

Relationships are never easy. They aren't supposed to be. It doesn't matter if it's your spouse, partner, children, co-workers or friends; a relationship is all about growing, changing and adapting, which means challenges. It's how you face those challenges that define how you end up feeling about the relationship.

Please know that you can never be perfect in any relationship. If you think you are, I will suspect that you are fooling yourself. With every interaction with a living creature, you have to adjust to so many variables (many out of your control) that you can't hit a home run every time. You may be in a great mood, but if your co-worker is in a bad mood, the encounter will be sub-par, but that doesn't mean that the feelings around it have to be wrong.

What if you decided that you would be present, empathetic, firm, and fair with every encounter with a co-worker. Now, how do you think you'd feel about those relationships if you honoured the commitment to that feeling. How could you NOT feel good? Then, as a bonus, how do you think your co-worker would feel knowing that every chat with you was a positive experience?

HOW DO YOU WANT TO FEEL ABOUT RELATIONSHIPS?



**OK...
LET'S DO THIS !!!!**

Time to write your Vision/Mission Statement

You've seen some examples; you've reviewed your values and determined what you want and how you want people to feel.

Now, put it all together.

No formula,

No right or wrong, just build that future compelling life destination.

MY PERSONAL MISSION/VISION STATEMENT

EXAMPLE: I will use my {skills or knowledge} to {the action you want to do, i.e. lead or motivate} {who are you doing that action to?} so that {what goal do you want to achieve}



CONGRATULATIONS !!

It doesn't matter if this workbook has taken you hours, days or weeks to finish. You have done something that only a tiny portion of the population has done.

And do you know what is interesting about that small group of people? They, on average, tend to be very successful.

Elon Musk, Oprah, Sir Richard Branson; all household names who knew the importance of their brand and how strong a vision/mission statement would be.

NEXT STEPS

Now that you have your statement done don't just file it away. This is the roadmap to your ideal future. If you want the ideal future to come into existence, you can't be afraid of what other people will say.

We all go through times when we hide our voice and our true selves because we think it "bucks the norm," and we don't want to do anything that may attract negative attention.

What is my response to that? BULL CRAP!!

If you have taken the time to reflect on what is working and not working in your life, you have defined a set of values and plan for moving forward that brings out the best in you, and people don't like it

SCREW THEM !!!

Any dissent is most likely because:

- You have a plan, and they don't.
- You want better, they want better, but you are the one who's taken the first step.
- You seem slightly more confident and happier, and it pisses them off.

Please print out a copy of your Vision/Mission statement and post it by your desk.

Put a copy on your bathroom mirror.

Keep a copy in your wallet.

Most importantly, keep a mental note of your statement and play it in your head every day.

One last thing, your statement is not static; it will change and evolve as you do. So revisit it every six months and update as needed.

Now get out there and live your Inspired Life.

**Interested in other tools, lifehacks and courses
that can help you create your ideal life?**

**Visit
www.an-inspired.life/lifetools**

