



Writing Your Personal Mission Statement

What is a mission statement?

Businesses create mission statements to provide purpose and direction for the organisation.

It's just as or I'd say even more important for individuals to have a personal mission statement for themselves.

In fact, if you have a mission for your business and not yourself you may soon find out that you are running a business or working within a business that is not aligned with your personal mission and no longer have to wonder why you may be feel frustrated, unbalanced or feel like your life is off track.

Taking time to create a personal mission statement compels you to get clarity, helps you define a plan and underpins your behaviours, decisions and choices. It fuels your motivation and direction and crystallises the purpose for your goals.

Stephen Covey, author of *The 7 Habits of Highly Effective People*, says your mission statement is about *"defining the personal, moral and ethical guidelines within which you can most happily express and fulfil yourself."*

Creating a mission statement is not something you do in a day. It does require introspection, self-analysis, clarity of mind, and often several drafts before you produce it in a final form.

Writing down your Mission Statement brings it alive; it reinforces it within you and becomes the internal compass from which your vision is sculptured and your decisions, daily choices and goals are shaped.

Examples of Short Mission Statements

"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humour, and some style." — Maya Angelou

"To be a teacher. And to be known for inspiring my students to be more than they thought they could be." — Oprah Winfrey, Founder of OWN: the Oprah Winfrey Network

“I want to serve the people. And I want every girl, every child to be educated.” —

Malala Yousafzai, Nobel Prize laureate and activist

“Improve lives. The concept of improving lives runs through the centre of everything I do.” — Wil Smith, actor

“To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world.” — Amanda

Steinberg, Dailyworth.com

“Our mission is to organize the world’s information and make it universally accessible and useful.” — Google

“Build the best product. Cause no unnecessary harm. Use business to inspire and implement solutions to the environmental crisis.” — Patagonia

“To accelerate the world’s transition to sustainable energy.” — Tesla

“Help people perform better, think faster, and live better.” — Bulletproof

“Be the world’s favourite destination for discovering great value and unique selection.” — eBay

MY MISSION STATEMENT

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Think about what's important to you, what are your values?

My Mission Statement: