

Building a Mission Statement

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Sources

- Franklin Covey Mission Statement Builder:
http://www.franklincovey.com/fc/library_and_resources/mission_statement_builder
- Wikipedia.com
- http://www.quintcareers.com/mission_statements.html

What is a Mission?

- Mission: An inner urge to pursue an activity or perform a service...
- A calling
- What one intends to do or achieve
- Intent, objective, target
- Your mission and values are expressed in how you live your life...

What is a Mission Statement?

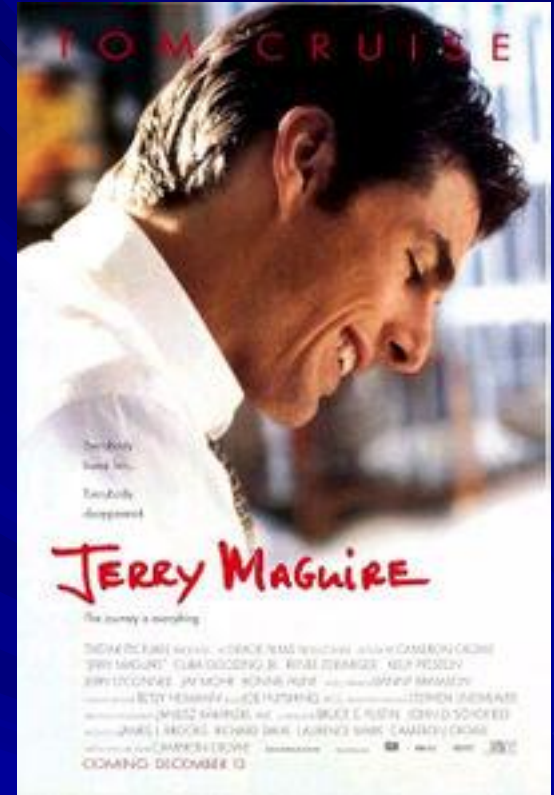
- Summary of an entity's mission or purpose....
- Means of establishing what's important
- A guide for day-to-day actions and decisions – a moral and personal compass

Personal Mission Statements

- Do NOT have to change world...but should direct YOUR world...
- Should address:
 - What you want to focus on
 - Who you want to become as a person (character)
- Can also be subdivided into personal, professional, family components
- Evolve over time, as your values change

Example

- Jerry Maguire...Sports Agent
- Wrote mission statement for company....was really his own.
- <http://www.youtube.com/watch?v=fSi4HHNOnd0>
- “It was the oddest, most unexpected thing. I began writing what they call a Mission Statement for my company. You know -- a Mission Statement -- a suggestion for the future.”
- SHOT OF SENTENCE: We must embrace what is still virginal about our own enthusiasm, we must crack open the tightly clenched fist and give back a little for the common good, we must simply be the best versions of ourselves... that goodness will be unbeatable and the money will appear.
- He gets an ovation
- He gets fired
- He embraces his own statement...



Details

- Keep it simple, clear and brief.
- Make it emotional or passionate, to help to energize yourself
- Best mission statements tend to be 3 to 5 sentences long
- Make statements positive – Not avoiding things, but going towards something...

Creating a Personal Mission Statement

- Many ways to create a Mission Statement
- Generally involve uncovering an individual's values
- “Write your own obituary”
- What do you want your friends to say about you at your 80th birthday party?
- Values Cards
- http://www.quintcareers.com/mission_statement_development.html

Online Mission Statement Builder

- At Franklin Covey...
- <http://www.franklincovey.com/msb/>

Double Checking

- Ask yourself...
- Does your mission statement bring out the best in you?
- Challenge and motivate you?
- Communicate your vision and values?
- Address significant roles in your life?
- Represent your unique contribution to society?

Personal: I will pursue moments of joy and passion, living each day fully and freely, always seeking exciting new experiences and conquering my fears.

Career Mission Statement: My personal career mission is to become a world-class aeronautical engineer in the commercial aviation industry.

Combined Mission Statement: In my pursuit of the deeper mysteries of God and His will for my life, I will relentlessly seek power, wisdom, and understanding, with the goal of connecting with others and helping them to reach their potential.

For myself, I want to develop self knowledge, self-love and self-allowing. I will use my healing talents to keep hope alive and express my vision courageously in word and action. In my family, I want to build healthy loving relationships, in which we let each other become our best selves. At work, I want to establish a fault-free, self perpetuating, learning environment. In the world, I want to nurture the development of all life forms in harmony with the laws of nature.