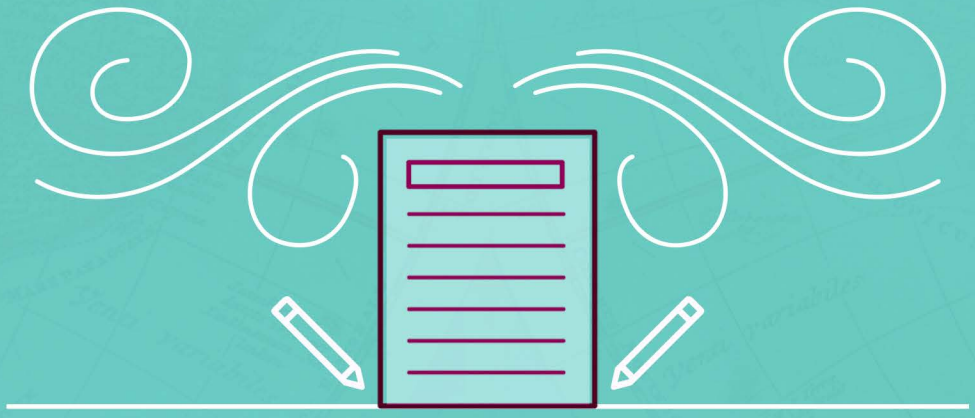
Your Personal Mission Statement Action Plan



Andy Andrews

New York Times Bestselling Author

INTRODUCTION

Mission statements are so critical in our society today that just about every business has one.

Why? Because a mission statement is an explanation of purpose.

For any organization, it states loud and clear:

WHO WE ARE	WHO WE SERVE	WHY WE MATTER
Value	***Commitment***	***Contribution***

A mission statement is a tool that helps corporations decide:

- with whom they will do business
- where to connect for training
- who will be hired
- and the list goes on…

I'm curious—if businesses around the world spend countless hours skillfully crafting their mission statement, wouldn't you agree it's worth your time to declare to the world who YOU are, whom YOU serve, and why YOU matter?

Yes? Good.

Together we're going to create your own *personal* mission statement. And I guarantee that just the act of writing it out will produce significant change and generate massive results. Not to mention the fact that it will increase your self-confidence and build momentum in all areas of your life.

"It may take a long time to decide to change… but change happens in a heartbeat!"

-ANDY ANDREWS

You are the architect of your dreams. This short eBook serves as a blueprint for you to build the life you've always wanted.

Consider your mission statement **a personal code of conduct** for who you want to be, what you will allow into your life, and how you will positively influence those around you.

A thoughtful, well-written mission statement will allow you to answer these crucial life questions:

- Who am I?
- Who am I becoming?
- What is my purpose in life?

Don't miss the mark! Align your mission statement with your values so you:

1. Stay focused on the way you want to impact the world.
2. Attract people who share the same values.

> *The very beating of your heart has meaning and purpose.*
>
> **-ANDY ANDREWS**

This eBook gives you a series of specific steps and questions that will assist you as the foundation of your future is decided upon. Answer the questions honestly, do the work, and you will bring into sharp focus a vision for not only what is possible, but also what is real.

The brevity of this process may fool you, but its power lies in its simplicity.

Instructions

- Find a quiet, comfortable place with minimal distractions. *Translation: turn off all electronic devices. If you're viewing this Action Plan on a computer, turn off your internet connection.*

- Sit up straight. *Keep your shoulders back, allowing your diaphragm to receive a steady flow of oxygen into your lungs.*

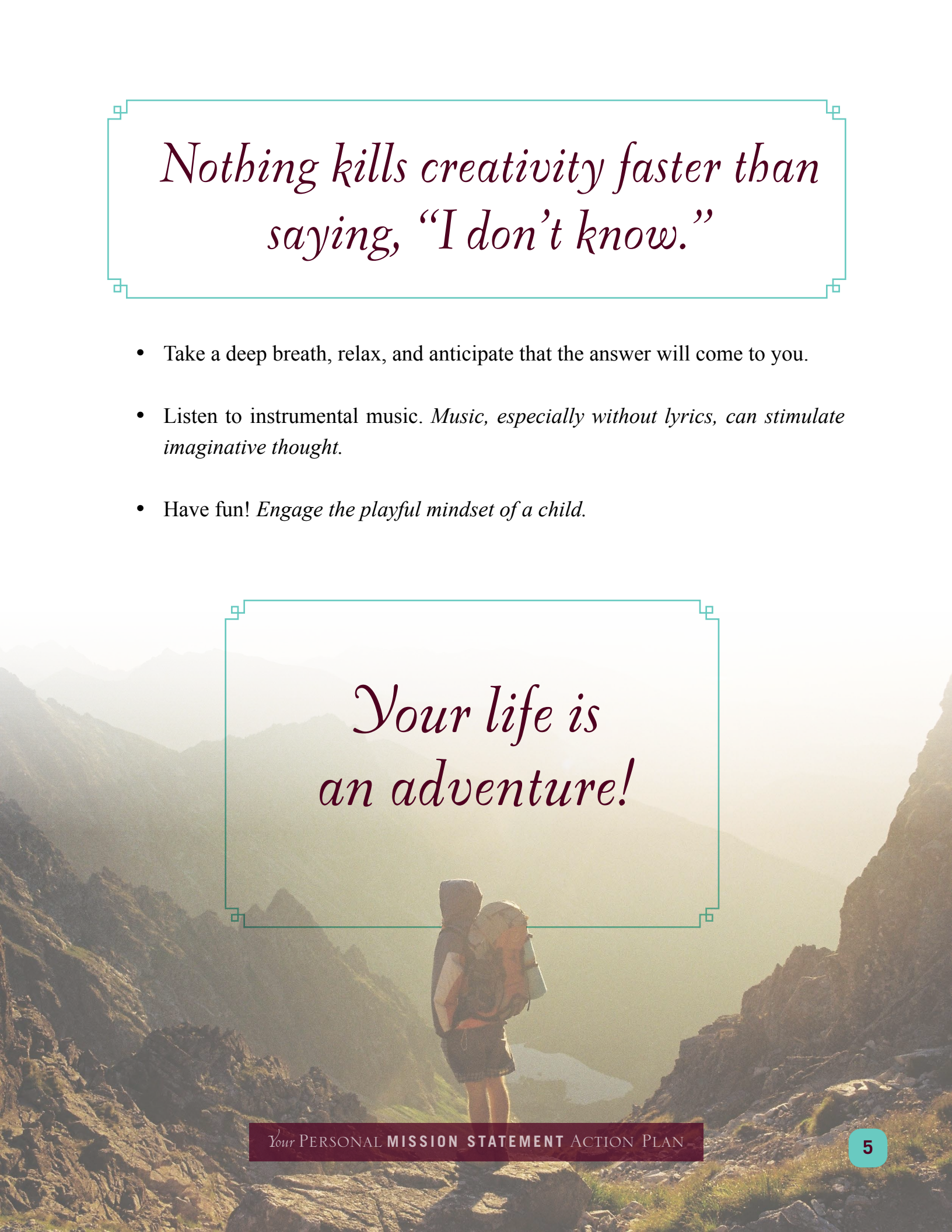
- Remind yourself to breathe. *If you catch yourself holding your breath while writing, exhale slowly and start again.*

- Beware of the little voice in your head saying, "I don't know." *That voice is not telling you the truth.*

Nothing kills creativity faster than saying, "I don't know."

- Take a deep breath, relax, and anticipate that the answer will come to you.
- Listen to instrumental music. *Music, especially without lyrics, can stimulate imaginative thought.*
- Have fun! *Engage the playful mindset of a child.*

Your life is an adventure!



WHY YOU NEED A PERSONAL MISSION STATEMENT

Before we jump into the how-to of creating your personal mission statement, let's take a moment to examine why it's so necessary to have one.

A PERSONAL MISSION STATEMENT SETS BOUNDARIES.

These boundaries will:

1. Provide clarity and direction in all areas of your life.
2. Help you face every decision and all adversity with calm, resolve, and perspective.

Did you know that setting clear boundaries is the number one tool for making tough decisions?

HERE'S WHY:

When something comes up that is outside of the ***boundaries you've chosen and set for yourself***, you don't even have a decision to make. It's that simple.

Boundaries free you up to focus on what is most important.

Personal Mission Statement = Freedom to Play, Create, and Lead

WHEN YOU'VE ALREADY DECIDED:

- What you stand for…
- What your life is about…
- What you will or will not do…

…you no longer need to weigh pros and cons when faced with a decision. The hard work was done long ago.

THE PERSONAL MISSION STATEMENT PROCESS

My mission statement is the culmination of years of prayer, study, and experience. Everything connected to me personally or produced by me professionally is based on the thought process behind my personal mission statement.

My entire team—particularly my business manager, THE Robert D. Smith—and I continue to move forward, think bigger, and affect more lives in a more substantial way…because of my mission statement.

ANDY ANDREWS MISSION STATEMENT:

To help others live the lives they would live…if they only knew how.

It's important for you to think through your own personal mission statement. Carefully consider each word and phrase. Know why they belong so that when you declare your mission statement, you can easily begin living it every day.

SET YOURSELF UP TO WIN

Your mission statement needs to fill you with certainty! Write it in the same way that you speak; in a way that lights you up. Use words that evoke positive emotions.

Each morning, when you recite your mission statement, you want it to fill you with a renewed sense of energy and gratitude—of how blessed you are to have another day and a fresh opportunity to live your purpose.

> *Everything you do matters. Every move you make, every action you take...matters.*
>
> **-ANDY ANDREWS**

However. There is no need to be grandiose! Don't confuse your purpose with expectation. Attempting to live up to an unattainable standard is a one-way street to discouragement. Limit your frustration by writing what you know can be easily experienced *daily*. This is the core of who you are, who you are becoming, and who you will one day be.

FIVE QUESTIONS TO CLARITY

When you ask good questions, you discover what *really* fills your life with a sense of passion, purpose, and direction.

It's time to dig into the good stuff.

Get comfortable, sit up straight, turn on your music, take a deep breath…exhale. Smile…

WRITE AT LEAST ONE PARAGRAPH FOR EACH OF THE QUESTIONS ON THE PAGES THAT FOLLOW.

1 What am I all about?

What am I known for? What do I want to be known for? What do I value above all else?

2 Who inspires me the most and why?

Refer to people you know personally in everyday life, those with whom you are familiar through various media channels, or even people you admire from history.

3 What does "the best" look like for me?

"The best" means a life where you are creating as much value for as many people as possible. What shape does that take for you? This is the time to kick your imagination into high gear!

4 How do I want to act?

How do I want to feel daily? How do I want people to describe me? How do I want people to feel around me?

5 What will be my legacy?

Imagine 100 years into the future; what does the impact you've left look like? How is your Butterfly Effect still touching lives?

You have within you the power to change the world.

-ANDY ANDREWS

Once you've finished, trim down your thoughts, cutting each paragraph down to one sentence.

Leave only what excites you, gives you certainty, and inspires you to take action right now. Don't worry if the sentences aren't perfect. You're not finished yet!

THE BIG 3

Are you starting to feel that your personal mission is bigger than you? That you are here on this Earth for a purpose that is greater than you ever imagined?

If your mind is racing and your limbs are tingling, that sensation you're experiencing is hope rising. You're realizing that the most important part of your life is still ahead of you.

Adding **value** to the lives of others in order to positively impact the world is a **commitment you can make**. Whatever you do, always find a way to serve others, no matter what. It's your God-given right and your responsibility to **contribute**. It's an honor.

THE BIG 3

VALUE	COMMITMENT	CONTRIBUTION
⬇	⬇	⬇
Worth	*Meaning*	*Legacy*

I would be remiss if I didn't include the following question to help you pinpoint exactly where you want to make the biggest difference in your life.

Unlike before, use as few words as possible when answering this question. This is not a to-do list or a specific set of tasks. Narrow your focus to your soul's strongest desire.

QUESTION	**How and to whom do I want to be of service?**

What is my contribution? What would be missing if I wasn't involved? Who would be forgotten?

In a moment you're going to take all of your answers and use them to compose the first draft of your personal mission statement.

Before you move ahead, take a quick look at the following Mission Statement Musts.

MISSION STATEMENT MUSTS

1. Keep it short. Sum it up in one sentence. Remember: this is your single-most important message. Keep it tweetable at 140 characters!

2. Steer clear of buzzwords or meaningless jargon. I'll leave it at that. (You know what I mean!)

3. Include the people who matter most. Think about the people you want to serve or impact. What does your family enjoy and get excited about most often?

4. Get feedback. Your spouse, mentors, and close friends can provide you with valuable insight.

5. Make changes. Since you are constantly growing and learning, your mission statement will almost certainly evolve.

PERSONAL MISSION STATEMENT TEMPLATE

IT'S TIME TO PUT IT ALL TOGETHER!

Referring back to your answers from earlier, fill in the blanks below to create the first draft of your mission statement. Don't let the terminology or sentence structure limit you. Use it only as a guide to get your top points on paper. You will refine it many times so that the words roll right off your tongue.

My mission is to _____

in order to serve _____

in such a way that _____

_____

_____

_____.

YOUR SIGNATURE:_____ **DATE:**_____

7TH INNING STRETCH

TIME FOR A QUICK CHECK-IN WITH YOURSELF.

Remember, your purpose is supposed to fill you with anticipation and excitement. If you're not energized, take a step back.

CONSIDER WHETHER YOU'RE FEELING:

- **Overwhelmed** – Did you write what you want to do or what you think you *should* want to do? Whose voice are you listening to?

- **Stressed** – Did you include everyone *but* you in your purpose? Taking care of yourself is a prerequisite for successfully serving others.

- **Uninspired** – Is your thinking big enough? Perhaps you're still playing it safe with what you consider "the best."

- **Bored** – Did you use emotionally charged words? A small change in language can make a big difference.

- **Tired** – Did you include too many words? If you're congruent with your mission statement, speaking it will be effortless. If it's too long, it will feel like a chore.

- **Fearful** – This is a good sign! It means you are challenging yourself and expanding beyond your comfort zone.

A FEW NOTES ON FEAR...

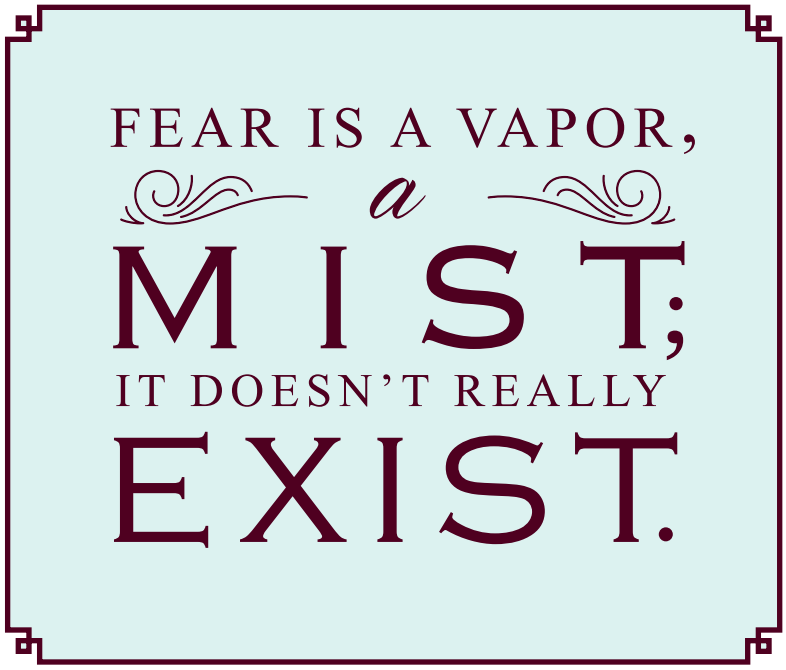
Have you ever noticed we tend to freeze when we're afraid?

The reason is because our minds give a body and a presence to fear. We make it larger than life.

Fortunately, I have uncovered the secret to successfully overcoming fear every time it pops up.

I defeat fear every time by examining exactly what fear is.

Simply put:



Fear is nothing but a misuse of the creative imagination that has been placed inside of you.

FINAL WORDS

Rewrite your mission statement.

Say it out loud.

Rewrite it again.

Say it out loud.

Smile while you say it.

Repeat this process as many times as needed until you feel congruent in mind and body.

Print it out. Post it everywhere. Frame it if you like.

**There are some blank Mission Statement Templates to print out on the next page.*

The boundaries of your personal mission statement give you a freedom like no other. You are free from feelings of guilt, shame, and regret while focusing on what is most significant to you in this life.

I have high hopes for you.

I know you will accomplish all that you desire and more, creating a world that is exponentially better for your family and those whom you love.

Remember always that there is a Butterfly Effect to what you do—or don't do—and living your purpose daily is the best way to expand your reach and leave a lasting legacy.

My mission is to _____

in order to serve _____

in such a way that _____

_____

_____

_____.

My mission is to _____

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_____

_____

_____.

Time is precious, and you have much to do.

-JONES, *THE NOTICER*

Persist!

Hailed by a *New York Times* reporter as, "someone who has quietly become one of the most influential people in America," Andy Andrews is the author of the *New York Times* bestsellers *How Do You Kill 11 Million People?*, *The Noticer*, and *The Traveler's Gift*, and is also an in-demand speaker for the world's largest organizations. Zig Ziglar said, "Andy Andrews is the best speaker I have ever seen."

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