



# How to Develop a Mission Statement

EntreLeadership Online Bonus Worksheet

## **Mission statements turn your vision into action.**

Before you do any serious goal setting or personal/business planning, you should sit down and write out a personal mission statement. This says in concrete terms who you are, what's important to you, and what you want to accomplish in life. Once you know who you are and what you want, you should then take the next step and write out a second mission statement for your business.

My good friend, nationally known career coach and author Dan Miller, has been teaching people how to create powerful mission statements for years. He's a master at helping people dig down and really put their passions and purpose on paper. I'm grateful to Dan for allowing us to share these tips, and I encourage you to check out Dan's book, *48 Days to the Work You Love*, for more great insights.

## **MISSION STATEMENT WORKSHEET**

**Use the steps below to write out your own personal mission statement.**

Keep in mind that this process is more discovery than creation. Don't rush the process; move slowly and think deeply about each area. The writing process gives you ownership of your mission statement, so don't underestimate the power of fighting through the process.

### **■ STEP 1: YOUR SKILLS AND ABILITIES**

**List your skills and abilities in the space provided.** Examples include: organization, teaching, planning, system development, musical talent.

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## ■ STEP 2: YOUR PERSONALITY TRAITS

List your personality traits in the space provided. Examples include: creative, theoretical, studious, analytical, expressive, verbal, adventurous, dominant, cheerful, playful, solemn, outgoing, logical.

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## ■ STEP 3: YOUR VALUES, DREAMS AND PASSIONS

List your values, dreams and passions in the space provided.

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A helpful way to focus on your values, dreams and passions is to identify two or three individuals who have been influential in your life or have contributed to your life in a meaningful way. You may consider these individuals to be mentors. Choose people you have personally known, not historical or public figures. The things you identify as significant in these people will likely be a reflection of your own values, dreams and passions.

**Who are two or three of the most significant people in your life?**

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**What qualities do you remember and admire most in these people?**

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**What have you gained from being around these people?**

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## ■ EXAMPLES OF PERSONAL MISSION STATEMENTS

I will maintain a positive attitude and a sense of humor in everything I do. I want to be known by my family as a caring and loving husband and father; by my business associates as a fair and honest person; and by my friends as someone they can count on. To the people who work for me and with me, I pledge my respect and will strive every day to earn their respect. Controlling all my actions is a strong sense of integrity, which I believe to be the most important character trait.

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My mission is to provide service, products and benefits with integrity and honesty to the medical community. I will look for opportunities to help hurting individuals and assist other professionals in a win-win manner. I will not knowingly harm or take advantage of anyone. I will use my knowledge and abilities in organizing and structuring in ways that provide income and pleasure for my family and blessings to those around me.

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My mission is to exercise my creativity and innovative ideas by developing songs, books and products that change lives and society for the better. I will use my talents and abilities consistently. I will not hide them simply because they will not always be immediately recognized. I want all of my work to be a product of God's inspiration and a blessing to the world. I will be loyal to family, friends and God.

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My mission is to use my skills and experience in design to help people realize their dreams for their homes and themselves. In order to do this with increasing effectiveness, I will study and expand my own knowledge in God's Word, design, finance, sales and social skills. I will strive for loving relationships with my immediate and extended family and many friends. I will invest love, service time, patience, encouragement and creativity into those relationships. I will listen more than I talk and be transparent in sharing personal insights and struggles. From now on, I will strive for excellence in all of the above and in my hobby of music.