

# CREATING YOUR Personal Mission Statement

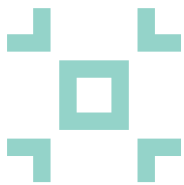
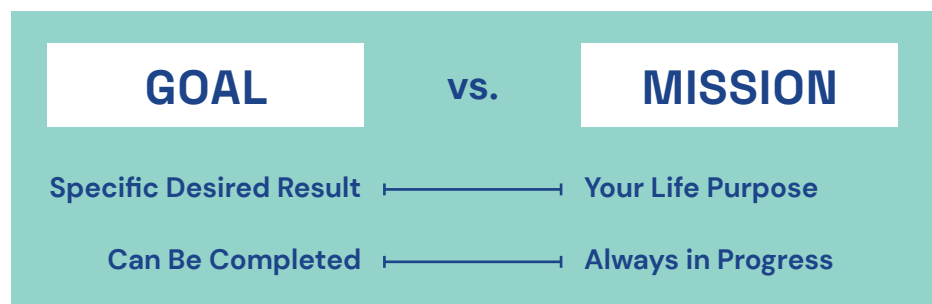
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## WHAT IS A PERSONAL MISSION STATEMENT?

A personal mission statement is a written declaration, typically one sentence, that clarifies your unique direction or purpose in life. The most useful personal mission statements are concise and state not only what you intend to do in your life, but how you plan to do it.

## WHAT IS THE DIFFERENCE BETWEEN A GOAL AND A MISSION?

If you can accomplish it in your lifetime, it's a goal. If you can dedicate your entire life to doing "this thing" and there will still be more you can do, that's a personal mission.



Goals are critical! Yet if your goals aren't in service of something bigger, something that extends beyond the completion of the goal itself, it's tough to remain motivated. This is where your personal mission comes into play.

## WHY IS A PERSONAL MISSION STATEMENT IMPORTANT?

Just as an organization or business benefits from having a mission or statement of purpose to guide their activities and direction, individuals can also benefit from a statement that provides clarity about how we want to move forward.

Writing a mission statement can help us clarify our values and better understand whether we are spending our time in the best ways. It can serve as somewhat of a map, helping us determine what to say yes to and what to say no to.

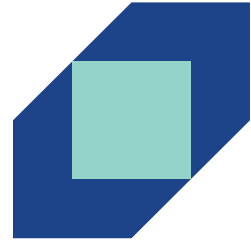


## MISSION STATEMENT EXERCISE

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This mission statement exercise is for everyone! If you have already written a personal mission statement, you may discover additional clarity through this exercise. If you don't yet have a written mission statement, this exercise will help you draft your first iteration, and over time, you can develop it further.

We suggest you give yourself at least 15 minutes of uninterrupted time to complete this exercise.



### STEP 1: IDENTIFYING WHAT YOU FEEL CONNECTED TO

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Get yourself settled. For now, let go of everything else going on in your life. Take a few deep breaths. As you exhale, breathe out all the thoughts that are currently taking up space in your mind making room for a vision of the future.

Now take 3–5 minutes to reflect on the topics, issues, or causes that you feel a deep connection to. What and who are you compelled to be involved with?

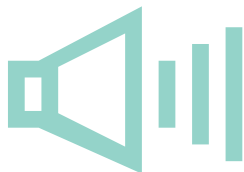
Using the following questions as a guide, make a list of the causes you feel most connected to. There's no need to limit yourself in any way or to concern yourself with "the how." Do pay close attention to the emotions that arise as you reflect on these questions.

- 1 **What topics are you drawn to?**
- 2 **What impact do you desire to have on others or on the world in your envisioned future?**
- 3 **Which causes are you most passionate about and why?**
- 4 **What positive ripple are you moved to set into motion?**

## STEP 2: UNCOVERING YOUR UNIQUE GIFTS

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This next step is all about the talents, skills and traits that make you unique. Without being humble, spend 3–5 minutes describing the unique skills, gifts or talents that you possess.



Here are a couple of prompts that may help:

- 1 **What gives you energy and fuels you personally?**

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- 2 **What is something you would do even if you were not paid to do it?**

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- 3 **When time flies by or you lose track of time, what are you typically doing?**

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- 4 **If your creator came to you in a dream and told you that you were put on this earth for a specific purpose, what would they say it was?**

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### STEP 3: WRITING YOUR PERSONAL MISSION STATEMENT

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Now that you have identified the causes you feel connected to and uncovered your unique gifts, you're ready to write your personal mission statement.

The GREAT NEWS is that it doesn't have to be perfect to be effective. Using the formula we are about to share, just write something down. The most important thing is to have something you can try out, a statement to measure your decisions against, a tool to help you decide what to say yes to and what to say no to. You can refine it later if you want.

Just like authors Gary Keller and Jay Papasan say in *The ONE Thing*, "Pick a direction, start marching down that path, and see how you like it. Time brings clarity, and if you find you don't like it, you can always change your mind. It's your life!"

Use the following format to write your mission statement:

**"The mission for my life is to [ do something I have a passion for ]  
by implementing / through / with [ a unique gift, skill or talent I possess ]."**

If you're not quite sure, just pick one of the things you wrote about in Step 1 and insert it into the first section and pick the gift, skill or talent you wrote down in Step 2 that most relates and insert it into the second section.



The Mission for My Life is...



CONGRATULATIONS, YOU'RE ON YOUR WAY TO FULFILLING  
THE MISSION FOR YOUR LIFE!

