

Mission Builder

Directions:

Use this sheet to record your thoughts after going through the visualization exercise with the facilitator.

Who were the people that were at your funeral? What is their relationship to you? Why is their opinion important to you?

List some of the things that you pictured them saying about you:

Who are the people in your life that have been influential? (Parents, friends, teachers, etc.) What characteristics do they have? (Kind, courteous, studious, etc.)



Think about the things that are most important to you. These are called your values, the things that you hold dear. They are what motivate our decisions and behavior in life. (Education, health, wealth, etc.)

Principles exist. The more closely our lives are aligned with principles, the greater the likelihood of being successful. In your experience, which principles have been prominent? List any principles that you value or see the need to closely align with in the future:

What are your talents? What things have you been uniquely endowed with to perform well? What strengths are recognized in you by others? (Communicator, writer, leader, etc.)



What obstacles to you see inhibiting your progress? (Fearful, reactive, unmotivated, etc.)

What are the key relationships in your life? (Spouse, friend, co-worker, etc.)

Now you have some of the raw material and ideas to begin creating your mission statement. Mission statements are unique and personal. As in any written document, the audience should be taken into consideration. Personal mission statements can be written as informally as writing in a diary, while organizational mission statements are communicated to the public. It is recommended that you create a personal mission statement before formulating an organizational mission. You will be more familiar with the overall process and can make sure that your personal and organizational mission are in alignment.

Here are some guidelines:

Keep it brief- *Some mission statements are 30 pages long. Try to be concise.*

Make it Memorable- *If you cannot remember your mission statement, it is of little practical use.*

Use key words or phrases- *Highlighting a few key words or phrases help keep it brief and memorable.*

Examples:

If you said that your friends are important to you and that you want them to say you are a good communicator, honest, and friendly, your mission might look something like this:

I, Jane Doe, will use my abilities as a good communicator to spread kindness, maintain honest relationships, and build lasting friendships.

When creating a mission for your organization, you can use the same steps as outlined here in the *Mission Builder*. Use your imagination to personify your organization. Instead of a funeral, ask what you want people to say about your organization in 40 years.

An organizational mission statement might look like this:

Dotcom.com will use its resources to provide superior customer service, build lasting relationships with clients, and improve the local community.

