



MY PERSONAL
MISSION STATEMENT
Generator & Workbook

brought to you by:



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5. **GOALS & MEASURES:** What are your short and long-term goals in life currently? How will you know you have succeeded? What "measures" do you use to evaluate your success/know you've succeeded?

6. **DIMENSIONS:** Consider physical, mental, emotional and spiritual health. How do you - and could you - have an impact on yourself, others or the planet? Which areas particularly resonate?

7. **SPECIFIC CONTRIBUTIONS:** Where do you contribute currently? If you were at your best how specifically could you contribute and make a difference to your family, friends, community, workplace or the world?

8. **YOUR ROLE MODELS:** Think about people you admire - in history, fiction or who are alive now. Which of their qualities and achievements could you emulate and bring more into your life? Make a list.

9. **HOW WOULD YOU LIKE TO BE REMEMBERED?:** Consider all your different roles in life. What do you want said about you when you're no longer here? What ONE thing do you want remembered about you?

10. **PURPOSE:** What matters most to you? Why do you do what you do? What are you passionate about? What is/could be your life's purpose?



Part 2 - Creating and Refining



Now it's time to work on the wording of your personal mission statement. Start by writing out several inspiring statements using the answers to your questions and the tips below. **IMPORTANTLY** don't judge what you write, just get writing! Then, gradually combine and condense your statements to focus in on what matters most, until you have a clear and concise personal mission statement. It helps to focus first on capturing the essence of what you want to say to get you going, and then to come back and tweak the words later.

HELPFUL MISSION STATEMENT TIPS

- Ideally, **keep your mission statement to 3-4 sentences** so it's **clear, concise and memorable**. You can include what you stand for, what you do (or what you want to do) and why you do it.
- **Keep it simple:** Your mission statement is a guide, but not intended to cover *everything* you want to be and do!
- **See the big picture, don't limit yourself.** For example an accounting business doesn't do finances, it frees up their clients' time, identifies growth opportunities and savings, minimizes taxes and maximizes profits for its clients. A child car-seat manufacturer doesn't make car seats; it provides safe, comfortable transport for the most precious thing in parents' lives - their children. Using this same thinking, how does this inform your personal mission statement?
- **Make your statement definite.** Be clear and firm, and avoid vague, conditional words like may, try, hope, like, plan to etc.
- **Write your statement in the present tense.** This is your current mission, not about how you will be in the future!
- Remember that your **personal mission statement will grow with you over time.**
- **Make it personal and unique to you,** your vision, values, dreams and desires for the world.
- **Leave perfection and judgement behind!** Focus instead on feeling inspired and connected to the heart of you!
- **Evoke emotion:** Use bold, powerful words. Use words you love. Be authentic, be real, be you!
- **Ask others for input.** Run your draft mission statement by people whom you trust. Is it clear, specific and easily understood?
- **Read your mission statement aloud and ask yourself,** "Does this mission statement inspire emotion in me when I read it?" and "Do I feel connected to these words?" (shedding a tear is a good sign - but not a requirement!).
- Finally, be sure you can **say your mission statement aloud in under 30 seconds!**

When you've finished your mission statement write it in the box below, cut it out and place it somewhere you will see it often.

MY PERSONAL MISSION STATEMENT:



PERSONAL MISSION STATEMENT

Generator & Workbook



Use this space to DRAFT and CRAFT YOUR PERSONAL MISSION STATEMENT:



Appendix 1 - Personal Mission Statement Examples

Included in Appendix 1 are some mission statements for ideas, and to inspire you.

Short & Sweet Inspiring Personal Mission Statements from Corporate CEOs¹

1. **Amanda Steinberg of Dailyworth.com:** "To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world."
2. **Denise Morrison of Campbell Soup Company:** "To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."
3. **Joel Manby of Herschend Family Entertainment:** "I define personal success as being consistent to my own personal mission statement: to love God and love others."
4. **Sir Richard Branson of The Virgin Group:** "To have fun in [my] journey through life and learn from [my] mistakes."
5. **Amy Ziari of the Pasta:** "To live life with integrity and empathy, and be a positive force in the lives of others."
6. **Katie Arnold of Talk Less, Say More:** "To constantly be striving to be the best version of myself in my job, with my health and fitness, with my relationships with family and friends, and with my emotional well-being."
7. **Makeda Pennycooke of Makeda Pennycooke Business Strategies:** "Through faith, vulnerability and an anchoring presence, I hold space for others to courageously risk revealing their messy, broken pieces; discover the redemptive power of grace, and stand in their most authentic truth so they may unravel into their best selves."

- I CARE about
 - the world
 - life
 - myself & others
- I LOVE
 - myself
 - my family
 - my world
 - learning
 - LIFE
- I FIGHT
 - for my beliefs
 - for my passions
 - to do the right thing
 - to be true to myself

More Examples of Personal Mission Statements

1. My mission is to express and be my authentic "self". I live my values and do my best to appreciate every day. I treat everyone with kindness and respect. I want to take risks and follow my passions, love wholeheartedly and to go through life with a smile on my face and a twinkle in my eye.
2. My mission is to take bold action when necessary and also to feel content with what I have. I strive to love and accept myself and people - unconditionally.
3. I believe in living life wholeheartedly, honestly with courage, kindness and love. I pay attention to my intuition, imagination and dreams and believe that *anything* is possible if I apply myself and allow enough time!
4. I influence the future development of people and organizations. I teach my children and others to love, laugh and grow into their fullest selves. I believe in serving and giving, in kindness and love. I think about my impact on the environment and take a stand against injustice.
5. I spread love and kindness wherever I go!
6. My mission is to use my talents as a coach, listener and communicator. I move towards balance in my work, play and at home. I am active in my community and inspire those I interact with to feel good about themselves and life. I am always learning new things and growing as a person.
7. My mission is to be a role model and instrument to help people find contentment and happiness in this busy world we live in. I use my strengths, talents and follow my passions to be the best me that I can be.
8. I make choices that grow peace in the world and create more inner peace for myself - by prioritising what matters, living my values, and celebrating this life I am lucky to have.
9. I live each day boldly. I am at peace with myself and love to support others. I'm endlessly curious and learn something new every day.

¹ These CEO (Chief Executive Officer) mission statements were researched and shared in [this Forbes article](#) by [Drew Hendricks](#).

Appendix 2 - Business Mission Statement Examples

Included in Appendix 2 are some corporate and small business mission statements for ideas and to inspire you.

DISCLAIMER: These mission statements were researched online and have been provided for ideas and inspiration only. We cannot guarantee they are up-to-date, complete or accurate.

1. **Advance Auto Parts:** to provide personal vehicle owners and enthusiasts with the vehicle related products and knowledge that fulfill their wants and needs at the right price. Our friendly, knowledgeable and professional staff will help inspire, educate and problem-solve for our customers.
2. **Coastal Contacts:** to deliver you the highest quality eye care products at the guaranteed lowest prices anywhere on the globe. When you want fast, friendly service and great prices, we want you to think of Coastal Contacts.
3. **Four Wings Farm shop:** educates our customers and supports our local farmers by selling the best, freshest seasonal produce from local farmers and market gardeners. Our produce is clearly labeled with product name, variety and farm name and offered at the lowest possible prices while ensuring farmers are well paid. Our customer service is world class - customers love to come into our store, our staff love working for us and we are constantly innovating and improving.
4. **Harley-Davidson, Inc:** We fulfill dreams through the experience of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments.
5. **IKON Office Solutions:** Helping our customers manage document workflow and increase efficiency through best-in-class products and services. Fostering the growth and development of our employees. Providing a distinct advantage to our suppliers as a distribution channel of choice. Growing shareholder value through strong execution of our strategies.
6. **Lincoln Financial Group:** is committed to providing its customers with the life insurance, retirement and investment products and services they need to maintain their quality of life. As a concerned corporate citizen, the company's Foundation has sustained a strategic philanthropic program to improve the quality of life in the communities where our employees live and work.
7. **Mystic Cafe:** is a family-friendly restaurant that focuses on quality, local, organic food in a fun and welcoming atmosphere. We want our staff to love working for us and our customers to tell their friends and come back regularly. We offer great salaries, benefits and training opportunities to our staff and have an open management style so we continuously learn, improve - and remain the number one cafe in the minds of our customers.
8. **Nike:** To Bring Inspiration and innovation to every athlete in the world.
9. **The Chubb Corporation:** We are dedicated to providing excellent underwriting and loss control advice up front, and to ensuring superior customer service through the life of the policy. Our knowledgeable loss prevention experts can help commercial customers reduce losses in the workplace. Our personal appraisers are invaluable in determining accurate replacement value, which is more likely to provide you with the right amount of coverage for your valuable property.
10. **The McGraw-Hill Companies:** We are dedicated to creating a workplace that respects and values people from diverse backgrounds and enables all employees to do their best work. It is an inclusive environment where the unique combination of talents, experiences, and perspectives of each employee makes our business success possible. Respecting the individual means ensuring that the workplace is free of discrimination and harassment.

I hope this Personal Mission Statement Generator supports you in living & enjoying your beautiful life!

Did you know that at The Confidence Trifecta we have lots of tools and resources for you to use to help you identify, plan for and realize your dreams?

"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." Maya Angelou

I can help you to:

1. **Get That Promotion!** – Identify your 5 personality types and how they will help you get that promotion and pay raise.
2. **Discover the Secrets to Mastering Financial Abundance** – Anything is possible!! Learn how a divorced, single mother went from Bankruptcy to a Million Dollar net worth and 805 Credit Score!
3. **Find out how to attract the people into your life that will support your dreams** - Still waiting on "Mr. Right" or "Mrs. Right" to find you? Learn how to be a positively powerful presence so that they sees you!
4. **Discover how to bring your mission statement to life!**

If you haven't already, [Sign up for your complimentary 30 minute life coaching session with Melody](#) to get **a head start on living your mission!**

Finally, if you have any ideas, suggestions or comments - I'd love to hear from you.

Email me at: millermelody3@gmail.com

Warmly, Melody



About the Author: In addition to being the CEO of The Confidence Trifecta, LLC, Melody is a Life Coach, Speaker, Author and Workshop facilitator. She recently published the book: *"Getting Back To Wonderful, Wisdom and Inspiration For The Peaks and Valleys"*, now available via Amazon. As a Solopreneur, she is living her Divine Assignment; using all her God given gifts to affect a positive influence in the World. She is a proud member of the International Coaching Federation and has been a practicing life coach since 2015 helping corporate professionals, entrepreneurs and other everyday people to identity and realize their dreams.

Visit www.melodymmiller.com to learn more!

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