

The background of the slide features two goldfish bowls. The bowl on the left is smaller and contains a goldfish that is jumping out of the water, creating a splash. The bowl on the right is larger and is empty. The text is overlaid on the right side of the image.

PERSONAL MISSION

Ron Thiessen

MISSION STATEMENT

- Reason for existence
- Clear, concise, compelling
- **NOT** a detailed description
- Rather a statement of an outcome
- Visionary

Mission statements focus the attention and energy of organizations on those values considered most important.

MISSION STATEMENT

McDonald's

"McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile."



MISSION STATEMENT

Affordable solutions for better living



Ikea

MISSION STATEMENT

Nike

"To bring inspiration and innovation to every athlete* in the world"

* If you have a body, you are an athlete.



MISSION STATEMENT



We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world.

Ford Motor Company

MISSION STATEMENT

TED (Technology, Entertainment, and Design)

Spread ideas.



Personal Mission Statements focus the attention and energy of individuals on those values considered most important.

A personal mission statement provides clarity and gives you a sense of purpose. It defines who you are and how you will live.

PERSONAL MISSION STATEMENT

To inspire, educate and empower people and organizations to achieve their peak potential in human communication and life purpose, through evolutionary change.

Ron Thiessen

PERSONAL MISSION STATEMENT

To be a teacher. And to be known for
inspiring my students to be more than
they thought they could be.

Oprah Winfrey

PERSONAL MISSION STATEMENT

I aspire to take each mistake and use it as
a learning opportunity.

E.C. (student)

PERSONAL MISSION STATEMENT

To continue believing in myself, staying patient and persistent when there are obstacles in the way of reaching my goals and being able to share my dedication and motivation to inspire others.

P.P. (student)

PERSONAL MISSION STATEMENT

To wake up every morning to become a better version of myself helping ensure that everyday I grow closer towards achieving my personal, financial and professional goals.

M.R. (student)

PERSONAL MISSION STATEMENT

What about you?

Inside Out

Who are you?
Who are you trying to be?
Are those two congruent?

You cannot consistently give away
something that you yourself do not possess

Inside Out

- What is unique about you?
- What can you do that some others around you cannot?
- What privileges or distinct opportunities are available to you because of who you are?
- What words describe you?
- What are you passionate about?
- What is it about you that is outstanding?
- What do you value?
 - Internal, personal values
 - Values you look for in others
 - Values you want to find in your work

Inside Out

Combine this information into a statement of your purpose

Don't be limited in your mind to what you think is possible

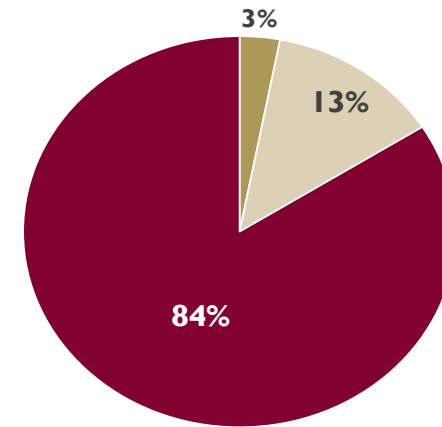
Expand your vision to include your dreams

Inside Out

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Harvard MBA Program (1979), students were asked: “*Have you set clear, written goals for your future and made plans to accomplish them?*”

Percentage of Students



- Written goals & plans
- Had goals but not in writing
- Had no specific goals at all

10 years later...

- 13 % who had goals were earning TWICE as much as the 84 % who had no goals at all
- 3% who had WRITTEN goals were earning 10 TIMES as much as the other 97% PUT TOGETHER

Write it down!



Captures the thoughts of the moment



Frozen in time



Holds you accountable

Understanding my personal mission

EXERCISE

Take the information you have already written about your purpose. Start developing the outline of a plan to accomplish that purpose, making note of:

- The things you are already doing that are moving you in the right direction
- The things you need to implement in your life
- The things you need to eliminate because they are slowing you down

My mission and my work

EXERCISE

How well does the study/work you do today align with your purpose or personal mission?

Is there something you could do to create more alignment, if that is needed?

Is My Personal Mission big enough?

- If you can accomplish your mission alone, it is not big enough
- No one is capable of accomplishing a big dream without involving others
- Especially if it is going to have an impact that makes life worth living

Reflective questions or slowly tapping into your Personal Mission Statement

1. What do you do incredibly well?

2. What have you done well in the past?

3. What are your most significant accomplishments? (2 or 3)

4. What talents have led to your most significant accomplishments?

5. In what or where are you better than others?

6. What do you stand out in?

7. Two of your best memories and why?

8. What did you want to do for a living when you were a child?

9. What would your parents want you to be today?

10. What do other people say you are?

11. What is one thing that comes to you naturally? No effort involved

12. What do others say you should do as a career? What do they see you as?

13. If you had a platform, what would you do with it?

14. What kind of job would you do for free?

15. Who is the person you admire the most and why?

16. What do you value the most in your life?

17. What is that one thing that people say you are good at?

18. What do people come to you for?

19. If you had an angel on your shoulder that had something to reveal to you about your life mission, what would it be?

20. If you did not need money, what would you do?

Using the answer to question 20, say why?

And with this answer, continue to ask why until you have asked why at least 7 times