

Mission / Purpose - Why Are You Here?

Purpose: To create a brief statement that describes the reason why you do anything that you do. To clarify for yourself and others what you believe to be your personal significance and reason for being in existence.

Principles:

- **Brevity** - your personal mission statement or life purpose statement needs to be short enough that you can easily memorize it and internalize it in your mind and heart. A 30- word maximum is recommended.
- **Clarity** - your mission statement or purpose statement needs to be written in such a way that a complete stranger would be able to understand it upon first hearing it.

Guidelines:

- **Imperfect 1st Draft** - your 1st draft of this statement is not going to be perfect. This is something that will most likely change over the weeks, months & years as you continue to gain new insight into yourself and “how the world works”. Do not let the fact that your statement “isn’t quite perfect” stop you from completing this exercise. Write something down. Review it later and change it whenever it feels appropriate.
- **Call it What You Want, Just Make Sure You Do It** - on the next page two separate processes will be described, and either of them will suffice for our purposes here. Whether you call it a “Mission Statement” or a “Life Purpose Statement”, or anything else for that matter, just make sure you do it.

Questions to Get You Started

- What is the significance of your life? What do you believe you are here to contribute?

- Why do you do the things you do?

- What legacy do you want to leave for future generations?

Next Actions (one or both, up to you)

- ✓ Personal Mission Statement Exercise
- ✓ Life Purpose Exercise

Mission Statement Exercise

The mission of FranklinCovey (www.franklincovey.com) says “*We enable greatness in people and organizations everywhere. FranklinCovey creates transformational leadership in people and organizations everywhere through training, consulting, and principle-based programs.*” You may be familiar with them if you have read *The Seven Habits of Highly Effective People* and/or *The 8th Habit: From Effectiveness to Greatness* by Stephen Covey, two of the most influential books in the realm of personal development.

To complete your personal mission statement, complete the following steps:

- ✓ Open a web browser and navigate to <http://www.franklincovey.com/msb/>
 - You will need to create a username and password to use the site.
- ✓ Here you will spend about 30 minutes answering the questions to complete your personal mission statement.
- ✓ You will then be able to email it to yourself, your Level Advisor, and your Cornerstones Chairman - and you'll be able to refer back to it at any time to make any updates. It is recommended that you revisit your personal mission statement at the start of each semester.
- ✓ Write out your personal mission statement here:

Life Purpose Exercise

The following exercise is an example cited in *The Success Principles: How to Get From Where You Are to Where You Want to Be* by Jack Canfield. This particular exercise originates from Arnold M. Patent, author of *You Can Have it All*.

1. List two of your unique personal qualities, such as *enthusiasm* and *creativity*.

2. List one or two ways you enjoy expressing those qualities when interacting with others, such as *to support* and *to inspire*.

3. Assume the world is perfect right now. What does this world look like? How is everyone interacting with everyone else? What does it feel like? Write your answer as a statement, in the present tense, describing the ultimate condition, the perfect world as you see it and feel it. Remember, a perfect world is a fun place to be.

Example: *Everyone is freely expressing their own unique talents. Everyone is working in harmony. Everyone is working toward meaningful goals.*

4. Combine the three prior subdivisions of this paragraph into a single statement.

Example: *My purpose is to use my creativity and enthusiasm to support and inspire others to freely express their talents in a harmonious and loving way.*

