

Writing your Personal Mission Statement

The Assignment: After examining the following examples of mission statements, you will begin to think about crafting your own personal mission statement.

Businesses write mission statements to:

- Explain their purpose or reason for being
- Explain company goals
- Guide the company toward those goals
- Inspire commitment and innovation among employees

Here is an example:

Momentum Dance Theatre's purpose is to provide performance, training and educational activities in the performing arts to entertain and challenge its audiences. Through its work in community settings, Momentum strives to bring high quality dance, music and theater to traditionally underserved populations and set up a dialogue between artists and community, while enriching the lives of the Momentum members.

What is the purpose of a personal mission statement?

- To explain your purpose or reason for being
- To express your goals for the future
- To guide you toward your goals. A mission statement can be a "road map" to your future.
- To inspire you to achieve something significant in your life.

The leaders of a business consider certain questions when they write their business plan. You should also consider these questions when you plan yours. (You may not need to answer all these questions, but these are good questions to ask yourself.)

Use a piece of notebook paper to answer these questions. This is your rough draft.

1. What are your goals?
2. What are the opportunities or obstacles that you will face as you work toward these goals?
3. What will you do to prepare yourself for these opportunities and obstacles?
4. What principles or beliefs will guide you as you work toward your goals?
5. How long will it take you to reach your goals?
6. How do you want others to perceive you? What adjectives would you want people to use to describe you?