



MY PERSONAL
MISSION STATEMENT
Generator & Workbook

brought to you by:

THE COACHING
TOOLS COMPANY.COM 



Part I - Preparation and Questions

WHY HAVE A PERSONAL MISSION STATEMENT?

- You don't have to be a corporation to benefit from the clarity, inspiration and focus that a personal mission statement can offer!
- Your mission statement is a set of carefully chosen words that clearly communicates your life focus and what you're passionate about. It's about you, your vision, goals, values and ideals. A great personal mission statement serves as a compass in life, offering you clarity and motivation for the path ahead. Use it to guide life decisions - and inspire yourself along the way.
- Your mission statement can include what you do (or want to do), why you do it and what you stand for. Ideally, it defines your life purpose in under 30 seconds. Have fun creating the essence, energy and feel of your personal mission statement!



INSTRUCTIONS: First, answer the 10 questions below. Then read the helpful tips on the next page and the examples in the appendix. Finally, using all this information, just start writing on the blank page provided (you may need a few extra blank pieces of paper!). It's time to craft a personal mission statement for your life and/or career.

1. **WHO:** Who is important to you? Who do you enjoy working with, for and on behalf of? How do you treat the people you come in contact with? What's important about that?
2. **WHAT:** What's your "big idea"? What do you stand for, or want to be known for? What ideas might you be prepared to fight or even die for? What is the difference you want to make in the world?
3. **SPECIAL:** What's unique about you? What key ingredient/s makes you special? How do other people describe you? What do people notice about you? What lights you up? What are your special talents?
4. **SUCSESSES:** Think of 4-5 successes you've had in life - anything you're proud of however big or small, at any age, both personally and at work. What patterns and themes do you notice?



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, minimises taxes and maximises 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:



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

- 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."
- Denise Morrison of Campbell Soup Company:** "To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."
- 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."
- Sir Richard Branson of The Virgin Group:** "To have fun in [my] journey through life and learn from [my] mistakes."
- Amy Ziari of the Pasta:** "To live life with integrity and empathy, and be a positive force in the lives of others."
- 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."
- 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

- 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.
- 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.
- 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!
- 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.
- I spread love and kindness wherever I go!
- 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.
- 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.
- 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.
- 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 Coaching Tools Company.com we have lots of tools and resources for you to use with your clients, and to help grow your business?

"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

- Save yourself time, effort and find the perfect coaching exercises and resources.
- Boost your confidence in sessions, hold awesome workshops and teleseminars!
- Great homework ideas to grow clients and keep them in a coaching frame of mind.
- Brandable, Microsoft Word documents - delivered *instantly!*
- Also available in helpful toolkits.

Here are some things to do if you liked this free resource:

- If you haven't already, [Sign up for our newsletter](#) to get **one free coaching resource a month** which starts with the "549 Powerful Coaching Questions" eBook.

You may also find these tools and resources interesting:

1. [\(FREE\) Wheel of Life Template with Instructions](#)
2. [Personal Values Identification Workbook](#)
3. [25 All-time Favourite Maya Angelou Quotes](#) (great for mission statement inspiration)

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

Warmly,

Emma-Louise

© 2020 Simplicity Life Coaching Ltd.

About the author: Emma-Louise Elsey is the CEO of Simplicity Life Coaching Ltd. (The Coaching Tools Company.com is a division of Simplicity Life Coaching Ltd.) She is a certified Life Coach, NLP practitioner and recovering perfectionist who loves questions, quotes, creating coaching tools and writing. Since qualifying as a coach in 2004 she has worked with many successful professionals and business owners.



For inspiration and to help you with your businesses, there are many more **Free Coaching Tools & Templates** at [The Coaching Tools Company.com](#) including coaching questions, coaching exercises, business admin templates for new coaches and forms to help with your workshops.



Cover image of coloured pencils on a desk by [422737](#) via [Pixabay](#)