

Personal Mission & Vision Statements

It's important to have personal Mission & Vision Statements because they give you clarity on the impact you want to have in the world, and a clear direction on where to direct your energy and actions.

A Personal Vision Statement is a paragraph that encapsulates everything you want to be, do and have in the future. It reflects your values, goals and purpose for your actions.

This allows you to make faster and better decisions (based on what you want).

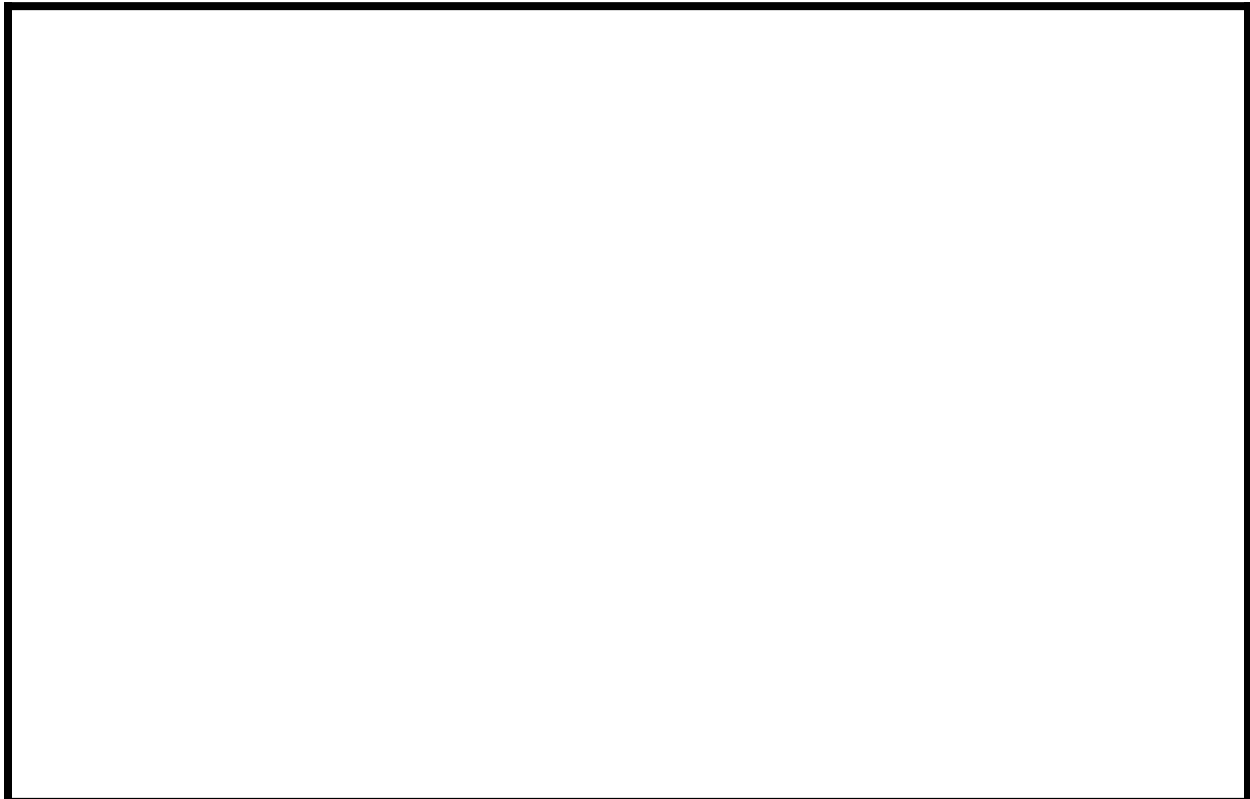
How to write it?

Imagine yourself five years from now. Everything you wanted to achieve in life has turned out exactly as you wanted. Feel and see your success.

For example:

I am a healthy vibrant person that feels amazing every day is surrounded by loving people, and is feeling better and better each day.

Now your turn:



Mission Statement

A mission statement describes what you want *now* and *how* you will achieve your long term aspiration. What you do consistently to get to your ideal self.

It reminds you why you do what you do.

You need three elements:

1. The value you create in the world.
2. Who you're creating it for.
3. The expected benefit.

Examples of Mission Statements:

1. Denise Morrison, CEO of Campbell's soup company:
"To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."
2. Oprah Winfrey
"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."
3. Sir Richard Branson
"To have fun in [my] journey through life and learn from [my] mistakes."

Now your turn: