

# ***Personal Mission Statements:*** Not Just for CEOs Anymore



# Who are you?



Who are you as a woman, as a professional, as a leader? We don't often have time to sit down and **define ourselves**, but identifying your personal mission statement is the first step toward **daily success** – and a more satisfying career.



Between home and work, we can get so busy and so stressed that we have little time to **stop and think**. It's easy to lose touch with ourselves. Too easy to lose the why of what we do. Soon:

- **We're moving without direction**
- **We're unable to prioritize, and**
- **We stress over distractions.**



# A personal mission statement gives you a target.

One of Stephen Covey's "Seven Habits of Highly Effective People" is to "**Begin with the End in Mind**" – to know why you're doing everything you do.

**You don't invent your mission.**  
Instead, you have to *discover it*.



It can and should take time – you're identifying your **personal constitution** and deciding what exactly matters to you. A good mission statement is:

- **A declaration of intent and a summation of values.**
- **Clear, engaging, and positive.**
- **Concise and inspirational.**
- **Easy to memorize and repeat.**
- **True to yourself. It doesn't need to impress anyone.**



# To Get Started, Ask Yourself:

- What am I passionate about?

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- Which of my qualities would I like to build on?  
Which qualities do I wish I had?

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- When I sit down and write out my roles,  
am I satisfied with what I see?

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- What do I admire about those leaders that inspire me?

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- What kind of woman and leader do I want to be?

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# Complete **one of these** mission statement templates – or create your own. **Make it memorable:**

- To \_\_\_\_\_ so that \_\_\_\_\_. I will do this by\_\_\_\_\_.
- I value \_\_\_\_\_ above all else – because of this truth, I will \_\_\_\_\_.
- I will live every day for \_\_\_\_\_ I will do this by\_\_\_\_\_.



• To appreciate and enjoy \_\_\_\_\_ by \_\_\_\_\_  
\_\_\_\_\_ every day.

• To treasure \_\_\_\_\_ above all else by \_\_\_\_\_  
\_\_\_\_\_.

• \_\_\_\_\_  
\_\_\_\_\_.



# So you've written a mission statement – what's next?

- A good mission statement is an honest and **accurate representation** of your life and goals – don't just write it and forget it. **Memorize it** and repeat it every day. Make adjustments as you learn more about yourself.
- **Don't share it!** Or don't feel like you have to. This is for you, **just you**.
- Revisit everything from your daily routine to career goals – **do they reflect your mission statement?** If possible, avoid tasks and interactions that distract from your personal mission.



- Keep your eyes on your new target to lead a more directed life. **Consider setting specific and attainable goals** based on your newly-outlined mission.
- Since you know what you want, you can decide **what you don't need**. Many of us want to be liked – but that could be holding us back. We spend time and energy on toxic people who distract from goals.



# How to live on mission

- Write your goals as “I am” statements. Not “**I will** learn this by then,” but “**I am** proficient in this by then.” Think as though your goals are already met. This future-oriented thinking moves the focus from **what you want** or plan to **what you’ll have** when you succeed.
- Embrace the power of no. To say no without apology, you need a “bigger yes” burning inside. That “yes” is your mission statement.
- Take command of your time. Use your mission statement to plan each day. When something veers you from schedule, consider if it’s taking you closer or further from your mission.



# Inspiring Mission Statements from Strong Women Leaders

- **Amanda Steinberg, Founder 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.”
- **Oprah Winfrey, Founder Of OWN, The Oprah Winfrey Network** – “To be a teacher. And to be known for inspiring my students to be more than they thought they could be.”
- **Denise Morrison, CEO Of Campbell Soup Company**  
“To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference.”



- **Katie Arnold, “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.”

- **You**

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