

YOUR MISSION STATEMENT (TAKE 1)

The goal of the mission statement to: (1) inspire you, (2) help you feel more connected to your work, and (3) help you FOCUS your efforts and opportunities.

- Spend 20 to 30 minutes on this section. 
- Read the sections on the next page, answer the questions, and take a stab at writing your mission statement.
- Remember, this is your FIRST try at writing your mission statement. Don't overthink it! Go with your gut. You'll have time to refine it later, and you can work with your coach on the specifics.

Let's Get Started! 

YOUR MISSION STATEMENT (TAKE 1)

The body of a mission statement. We can be flexible here, but generally a mission statement consists of a focus area - what you're looking to accomplish / the change you want to make and who you want to impact. It can also highlight the how, but it doesn't have to. Below are some examples.

(1) My mission is to improve financial literacy and the financial health for all Americans but specifically for women. - Shannon McLay, Founder of The Financial Gym

(2) My mission is three-fold:

- Elevate and expand human consciousness and the human spirit in order to create a shared vision that allows us to live more holistically and authentically in life.
- Create a more sustainable and just future.
- (The how) Build community through storytelling, conversation and bringing my whole self forward. - Allison Callow, Work Bigger Graduate

(3) My mission is to increase the success rate for (com)passionate and people-minded startups. - Lindsay Tabas, The Lady Engineer

NOW IT'S YOUR TURN!



Is there a larger theme that you've identified among your interests? (e.g. challenging the status quo in the workplace, empowering others to share their stories and express who they are, empowering women, etc.) Refer to your interests and values if you're struggling to answer this.

During this process, have you thought about which "target" or group you most want to serve? This is again found in your interests and/or values. (e.g. the social impact community, women, children, artists)

What are the key strengths you want to use in your work?

NOW IT'S YOUR TURN!



Constructing your mission statement:

Your mission statement can focus on the change you want to make, who you want to impact and how you want to make that change. It can include any and all of these areas.

Examples:

My mission is to _____ for _____ by doing _____.
change you want to make group/audience the how / skills you want to leverage

My mission is to _____ for _____.
change you want to make group/audience

My mission is to _____.
change you want to make

NOW IT'S YOUR TURN!



Take a stab at writing out your mission statement. Play around with several examples. Remember we want to *brainstorm* before focusing.

(1)

(2)

(3)

(4)

NOTES

Use this section for additional notes during or before your coaching calls.