



### III. Create Your Personal Mission Statement

**BACKGROUND:** We face tough decisions everyday. As a parent, **spouse** and business professional you encounter several circumstances each day which test your patience, your character and your peace of mind.

A Personal Mission Statement is a *tool that can guide you and help shape your decisions, priorities and reactions, based on your values and the vision you have for your life.* It is a condensed, focused representation of your Ethos. *A helpful reminder from the person you want to be.*

It is important because it makes it easier to navigate through life when you have a sense of where **who you are** and you want to go. It is also important for your psychological well being, because when your actions and words are aligned with your core values, life is generally good and you feel more content, confident and satisfied. When your behavior doesn't match your values, you soon begin to sense an uneasiness that will swell and grow inside of you, preventing you from reaching your state of eudaimonia.

Internally, great leaders are aligned with a set of values and character elements that drive success. Externally, they are aligned and connected to the mission values and goals of the organization.

**The hierarchy of your values determine how you perceive (what you selectively attend to) and how you act (what you selectively intend upon) in your world and therefore they determine your immediate destiny.**

In this Askeisis we will formulate your Personal Mission Statement, based on your values.

**NAME: Creating My Personal Mission Statement®**

**INSTRUCTIONS:**

**Answer these 10 questions as honestly as you can:**

1. Look around your personal and professional spaces. Make a list of 3-5 things that are dear and important to you. Next to each item, write which of the values (from the list below, these things represent. For example: My University Degree & Certificates of Attendance to Seminars (Represents 'Life-Long Learning'). My Montblanc pen represents 'effectiveness' at getting big contracts.
2. How do you spend most of your time? Make a list of 3-5 things and next to each item, write which value (from the list below) each thing represents. For example: On computer working may represent (for you) 'wealth creation'. Going to gym (health, wellness) etc.
3. What activities energize you? You do these 3-5 activities and you feel *great* afterwards? For example: Jumping on trampoline represents joy, euphoria. Speaking in front of an audience may represent success or strength (for you).
4. Where are you spending or investing most of your money?
5. In which area of your life are you most organized, professional, focused and reliable?
6. What do you think, obsess about most about?
7. What sorts of goals do you set and then realize (or notice significant progress towards over time)?
8. What topics of conversation do you bring up often, or have you taught on, and these topics 'energize' you?
9. Who are the people who inspire you?
10. What do you like to learn, listen, study or read about?

Take note of the **10-15 Values** that you see as a 'pattern' repeating themselves from the above self-inquiry exercise.

Accountability	Decisiveness	Freedom	Meaningful relationships	Simplicity
Accuracy	Democracy	Freedom-of-choice	Merit	Soundness
Achievement	Dependability	Fun	Money	Speed
Adventure	Determination	Generosity	Obedience	Spontaneity
Altruism	Devoutness	Goodness	Openness	Stability
Ambition	Diligence	Grace	Order	Strategic
Assertiveness	Discipline	Growth	Originality	Strength
Balance	Discretion	Happiness	Patriotism	Structure
Being the best	Diversity	Hard Work	Peace	Success
Belonging	Dynamism	Health & Wellbeing	Perfection	Support
Boldness	Economy	Helping Society	Piety	Teamwork
Calmness	Education	Holiness	Positivity	Temperance
Carefreeness	Effectiveness	Honesty	Practicality	Thankfulness
Carefulness	Efficiency	Honor	Preparedness	Thoroughness
Challenge	Elegance	Humility	Professionalism	Thoughtfulness
Change-flow	Empathy	Independence	Prudence	Timeliness
Cheerfulness	Enjoyment	Ingenuity	Quality-orientation	Tolerance
Clear-mindedness	Enthusiasm	Inner Harmony	Reliability	Traditionalism
Commitment	Equality	Inquisitiveness	Resourcefulness	Trustworthiness
Community	Excellence	Insightfulness	Restraint	Truth-seeking
Compassion	Excitement	Intelligence	Results-oriented	Understanding
Competitiveness	Expertise	Intellectual Status	Rigor	Uniqueness
Consistency	Exploration	Intuition	Security	Unity
Contentment	Expressiveness	Joy	Self-actualization	Usefulness
Continuous Improvement	Fairness	Justice	Self-control	Vision
Contribution	Faith	Leadership	Self-development	Vitality
Control	Family	Legacy	Selflessness	Well-being
Cooperation	Fidelity	Lightness-of-being	Self-reliance	
Correctness	Fitness	Love	Sensitivity	
Courtesy	Flexibility	Loyalty	Serenity	
Creativity	Fluency	Making a difference	Service	
Curiosity	Focus	Mastery	Shrewdness	

Then, choose from these, **6 Core Values and** fill in this list here in order of priority:

1. HN:
2. HN:
3. HN:
4. HN:
5. HN:
6. HN:

Next, go down to the chart below, where there is a list of **6 Human Needs (HN)** and determine which of the 6 Human Needs it represents. This will result in a “distillation” of your most important needs and values. It will reveal to you what really drives and inspires you.

**Example:**

- |                               |                         |
|-------------------------------|-------------------------|
| 1. Volunteering               | HN: Contribution        |
| 2. Travelling with kids       | HN: Variety/Uncertainty |
| 3. Family Traditions          | HN: Connection/Love     |
| 4. Achieving (ex. CEO status) | HN: Significance        |
| 5. Money, Wealth              | HN: Certainty           |
| 6. Lifelong learning          | HN: Growth              |



With the above set of your deepest needs and values you have a clearer picture of “Who you are....” (Ethos). But in order to really have Self-Leadership, you also need to be clear on your mission ie what you are here to do and for whom; Contributing and serving society, is something that will provide you with a sense of self respect and self worth of which self-leadership will be a **natural result**, not something you have to strive for.

In his book “**The Leader Who Had No Title.**” top management guru, **Robin Sharma** demonstrates that *we can all work with and influence people like a superstar, regardless of our position. You don’t need to be a CEO or a world leader to be a leader from within; You just need to figure out what it is you are skilled at and love to do, and where you can make a difference!*

To gain clarity on your life’s mission and purpose, go ahead and answer these four questions:

So to gain clarity on this, go ahead and answer these four questions:

1. What do I (love to) do? What are my skills and talents? If you could teach someone something, what would that be?
2. Who do I do it for?
3. What do those people or causes actually want and need? What is the deficiency or lack that you are trying to fulfill?
4. How will it change or transform as a result?

*Some guidelines for the formulation of your statement:*

- It should be short, preferably contained in one sentence, so that it can be focused, concise and easy to follow.
- It should not be a general, vague or predictable statement. Try to be as specific as possible.
- It should be in the present or present-continuous tense. (ie As if it has already happened.)
- If you are a religious person, you may include your faith within it, if that's what expresses you best.

Here are some examples of mission statements adopted by others:

*“To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference.” - Denise Morrison, CEO, Campbell Soup Co.*

*“To have fun in my journey through life and learn from my mistakes.” - Sir Richard Branson, Founder, Virgin Group*

*“To be a teacher. And to be known for inspiring my students to be more than they thought they could be.” - Oprah Winfrey, OWN*

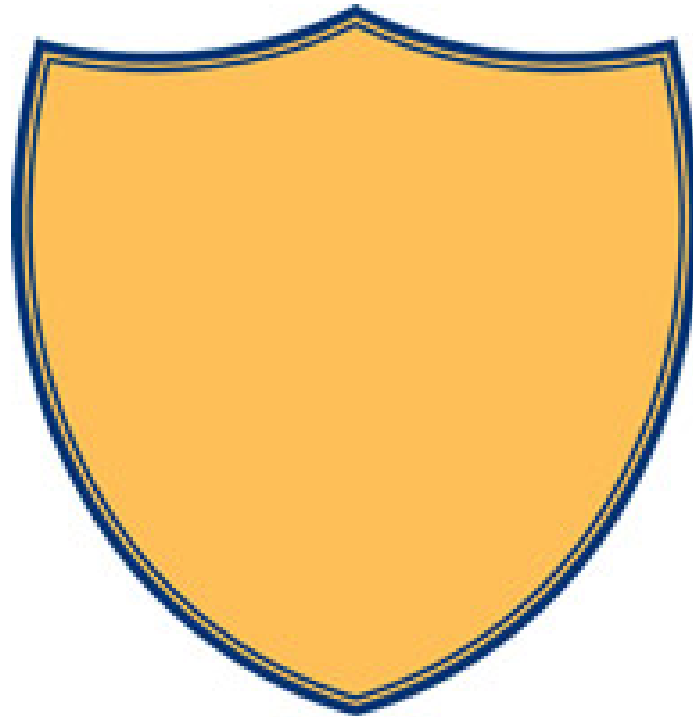
***“My life’s mission is experience love, joy and gratitude, while inspiring my students all over the world, to use the best methods for becoming more than they ever thought they could be.”***

*- Dr. Alkistis Agio*

**Write your own here:**

When you repeat your Personal Mission Statement, ideally, you should feel *confident* about this statement; Its your personal ‘credo’, ‘motto’ or ‘maxim’. Take time and thought to formulate it and revisit it throughout your life as realities and priorities change.

Once you are done write it on your “Shield” (below), which you can also ‘decorate’ with other symbols such as a lion, a sun, a laurel, anything that will inspire you.



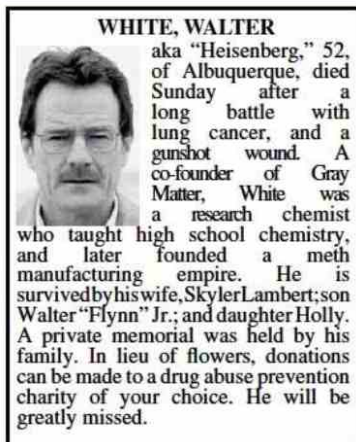


### Suggested to also think about:

What will your obituary in the newspaper look like?

In the space below, write your obituary – what you would want written about you when you have passed away many, many years from now. Write whatever comes to mind, even if it feels like stream-of-consciousness. Use words, phrases, sentences. Don't over-think this exercise. Do not edit, censor, analyze or critique your thoughts. Take 10-15 minutes to complete this exercise. You can revisit this exercise again in the future, so do not try to perfect your answer now. Questions you should ask yourself as you do this exercise:

- What and/or who did you impact or change? Why?
- What character traits and values did you consistently demonstrate over your life? At your core, who were you?
- Who did you care for? How did you impact or change this person/these people?
- What were major accomplishments in your life? At the ages of 40, 50, 60, 70?
- What did you show interest in? What were you passionate or enthusiastic about?
- What was your legacy?



THINK BIG.

IMAGINE POSSIBILITIES.

RECALL INSPIRING DREAMS AND THOUGHTS YOU'VE HAD IN THE PAST.