



MISSION STATEMENT

Your WHY can change the world. People FEEL and are MOVED by a strong WHY. Conversely, they don't get inspired by people who lack vision and purpose. Life is really about 2 things: BEING and DOING. **Your destiny lives at the crossroads of who you become with what you do.** To discover a greater sense of meaning in your life, an aliveness, and a greater sense of passion, you must CLEARLY define what your mission is on this planet.

Vision and Mission statements are used in businesses to clearly convey the direction of their organizations. It gives them distinct parameters to work in and keeps them clear when innovating for the future. It is the core of what they represent; it's what they use in all of their messaging to the world.

MISSION STATEMENT: Defines the Purpose and Objective (WHAT YOU DO)

VISION STATEMENT: Defines the purpose in relation to the VALUES of the company/person ((WHY YOU DO IT))

A lot of companies are now combining Mission and Vision statements in order to create a single message that MOVES people; and you're going to do the same. **Today, you'll be creating your Soul's Mission Statement** so that you'll have a clear direction to head towards and parameters from which you can use to make decisions in your life. If things don't fit into your mission statement and aren't aligned... it's an easy no. And when it does, it's an automatic (and obvious!) YES. **To begin writing your Mission Statement, follow the prompts on the next page.**

1. When you were a kid, what were 3 things/jobs you wanted to do or be when you grew up? Why did you want to do those things? Ex: Firefighter–help people, be a hero, not a regular job

- a. _____
- b. _____
- c. _____

2. What feelings were you hoping to get from that? What did you want to FEEL by accomplishing that dream? Ex: Firefighter–aliveness, resourcefulness, community, service, team work, leadership, love

- a. _____
- b. _____
- c. _____

3. Who are 3 of your Role Models? Who are the people that you really look up to and why (in 1 or 2 words)? Ex: Richard Branson: Innovative and creative

- a. _____
- b. _____
- c. _____

4. Think of a time when were you on a roll or in “the zone”? Things were happening, you were on fire, you were attracting people left and right—

a. What were you doing? (Ex: Creating, inspiring others, sharing my gifts (speaking, motivating, sharing what I’ve learned)

b. How were you feeling? (Ex: Felt inspired myself! Capable, confident, open, like a leader, empowered, excited, free, authentic)

c. What were you experiencing? (Ex: shifts in consciousness of myself + others, team work, collaboration, authenticity, change)

What you filled in here are both what you VALUE and what you ASPIRE TO VALUE. These words + phrases are now going to come together to create your Mission Statement. Look back and circle the 3 words or phrases that stand out MOST to you or that show up repeatedly; these words should get you excited and make you feel inspired.

Create a sentence or two that incorporates 2 or 3 of your values, and **WHY you do it.** It must be stated in the positive, brief (2 sentences max), and emotionally charged (words that make you feel alive and passionate). Your Mission Statement is meant to be something that you can live out no matter the situation. It can, and should evolve as you evolve, but we want to create something to start with. This should answer the **WHAT** and the **WHY**, but not the **HOW**.

Ex: Alexi's Mission Statement:

I am committed to transforming human consciousness and developing empowered, authentic, heart-centered leaders, that inspire change in the world.

Another Example (if you're unsure of a clear Mission):

I am committed to loving myself fully, spreading joy + love to others and living from my Highest Self so that I can **create a meaningful life that inspires others**.

WHAT IS YOUR SOUL'S MISSION? WHAT ARE YOU COMMITTED TO?

I am committed to: _____

(Make sure you've included at least 2 of your values and WHY you want to do it)

Keep in mind, this is always a work in progress. It may not FEEL perfect at just this moment, but trust that it will morph and shift as it needs to. Even if your Mission is to love yourself fully, spread joy + love to others and live from your Highest Self so that you can create a meaningful life—**THAT'S HUGE**. Our Soul's Mission Statement is all about giving our Soul a direction to look towards. It's about having a clear vision of what we are here to create and **WHY** we are here to create it. Then, when you are faced with tough decisions in your life, you can come back to your Mission Statement and see if that choice is in alignment with it—if it's not, then it's not for you. Simple as that.

YOUR STEP OF GREATNESS: Write your Mission Statement out and put it next to your bed, on the fridge, on your desktop screensaver, and on the mirror. Make sure you SEE this and read it at least once a day. Remind yourself **WHY** you are here and **WHAT** you are here to do.