

GUIDEBOOK:
HOW TO DEVELOP

A PERSONAL MISSION STATEMENT

LEARN TO GIVE
YOUR BEST YES
and LIVE YOUR
LIFE ACCORDING
TO YOUR
PURPOSE!

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WHAT IS A PERSONAL MISSION STATEMENT?

Personal mission statements based on correct principles are like a personal constitution, the basis for making major, life-directing decisions, the **basis for making daily decisions in the midst of the circumstances and emotions that affect our lives.**"

"TO CREATE SPACES FOR ALL HUMANS TO BELONG AND THRIVE, ONE #BOWTIECONVO AT A TIME! "

-DR. "BOWTIE" TODD

My mission statement is the culmination of years of reflection, study, and experience. Everything connected to me personally or produced by me professionally is based on the thought process behind my personal mission statement.

It's important for you to think through your own personal mission statement. Carefully consider each word and phrase. Know why they belong so that when you declare your mission statement, you can easily begin living it every day.



**FIVE QUESTIONS TO CLARITY
TO WRITE YOUR PERSONAL MISSION!**

WHEN YOU ASK GOOD QUESTIONS, YOU DISCOVER WHAT REALLY FILLS YOUR LIFE WITH A SENSE OF PASSION, PURPOSE, AND DIRECTION.

IT'S TIME TO GET STARTED!

FIRST...

Be sure you are in a space that is :

1. COMFORTABLE
2. FREE OF DISTRACTIONS
3. SIT UP STRAIGHT
4. TAKE A DEEP BREATH, EXHALE
5. **SMILE**, now let's begin...



WRITE AT LEAST ONE PARAGRAPH FOR EACH OF THE 5 QUESTIONS ON THE PAGES THAT FOLLOW.

**QUESTION 1:
WHAT AM I ALL
ABOUT?**

THINGS TO CONSIDER:

- *What am I known for?*
- *What do I want to be known for?*
- *What do I value above all else?*

WRITE DOWN
YOUR
THOUGHTS TO
ANSWER THIS
QUESTION.

**QUESTION 2:
WHO INSPIRES ME
THE MOST & WHY?**

THINGS TO CONSIDER:

- *Refer to people you know personally in everyday life, those with whom you are familiar through various media channels, or even people you admire from history.*

WRITE DOWN
YOUR
THOUGHTS TO
ANSWER THIS
QUESTION.

**QUESTION 3:
WHAT DOES "THE
BEST" LOOKS LIKE
FOR ME?**

THINGS TO CONSIDER:

- *"The best" means a life where you are creating as much value for as many people as possible.*
- *What shape does that take for you? This is the time to kick your imagination into high gear!*

WRITE DOWN
YOUR
THOUGHTS TO
ANSWER THIS
QUESTION.

**QUESTION 4:
HOW DO I WANT TO
ACT?**

THINGS TO CONSIDER:

- *How do I want to feel daily?*
- *How do I want people to describe me?*
- *How do I want people to feel around me*

WRITE DOWN
YOUR
THOUGHTS TO
ANSWER THIS
QUESTION.

**QUESTION 5:
WHAT WILL BE MY
LEGACY?**

THINGS TO CONSIDER:

- *Imagine 100 years into the future; what does the impact you've left look like?*
- *How is your passion spot still touching lives?*

WRITE DOWN
YOUR
THOUGHTS TO
ANSWER THIS
QUESTION.

THE BIG 3

VALUE



Worth

COMMITMENT



Meaning

CONTRIBUTION



Legacy

I would be remiss if I didn't include the following question to help you pinpoint exactly where you want to make the biggest difference in your life.

Unlike before, use as few words as possible when answering this question. This is not a to-do list or a specific set of tasks. Narrow your focus to your soul's strongest desire.

QUESTION

How and to whom do I want to be of service?

What is my contribution? What would be missing if I wasn't involved? Who would be forgotten?

In a moment you're going to take all of your answers and use them to compose the first draft of your personal mission statement.



MISSION STATEMENT MUSTS

- SHORT
- CLEAR
- PEOPLE MATTER
- FEEDBACK
- CHANGES AS NEEDED

Before you move ahead, take a quick look at the following Mission Statement Musts.

1. **Keep it short.** Sum it up in one sentence. Remember: this is your single-most important message. Keep it tweetable at 140 characters.
2. Try to **stay clear of buzzwords** or meaningless jargon. I'll leave it at that. (You know what I mean!)
3. Include the **people who matter** most. Think about the people you want to serve or impact. What does your family enjoy and get excited about most often?
4. **Get feedback.** Your partner, mentors, and close friends can provide you with valuable insight.
5. **Make changes.** Since you are constantly growing and learning, your mission statement will almost certainly evolve.

**IT'S TIME TO PUT IT
ALL TOGETHER**

**STATEMENT
TEMPLATE:**

FILL IN THE BLANK

Referring back to your answers from earlier, fill in the blanks below to create the first draft of your mission statement. Don't let the terminology or sentence structure limit you. Use it only as a guide to get your top points on paper.

My mission is to _____
in order to serve _____ in such a
way that _____.

REMEMBER

You will refine it many times so that the words roll right off your tongue. Continue to rewrite it, say it out loud in the mirror, rest if needed, and then repeat until you feel happy, confident, and ready to **LIVE OUT YOUR PERSONAL MISSION STATEMENT!** You got this! 😊

My mission is to _____
in order to serve _____ in such a
way that _____.

GO LIVE YOUR MISSION!



Share your statement, tag @dr.bowtieodd
Learn more at www.bowtieleadership.com

