A Sampler Form

The Path: Creating Your Mission Statement for Life and Work

This is condensed from the process and book by Laurie Beth Jones entitled, *The Path: Creating Your Mission Statement for Life and Work*. It reflects the current thinking about mission statements.

# A mission statement must be

1. One sentence long
2. Understood by a 12-year-old
3. Able to be recited from memory at gunpoint

**Step One**: Every mission requires action, and action words are verbs. Select the three verbs from this list that most excite and inspire you. Write down the verbs on the other side of this paper.

accomplish

acquire

adopt

advance

affect

affirm

alleviate

amplify

appreciate

ascend

associate

believe

bestow

brighten

build

call

cause

choose

claim

collect

combine

command

communicate

compel

compete

complete

complement

compose

conceive

confirm

connect

consider

construct

contact

continue

counsel

create

decide

defend

delight

deliver

demonstrate

devise

direct

discover

discuss

distribute

draft

dream

drive

educate

elect

embrace

encourage

endow

engage

engineer

enhance

enlighten

enlist

enliven

entertain

enthuse

envision

evaluate

excite

explore

expound

express

extend

facilitate

finance

forgive

foster

franchise

further

gather

generate

give

grant

heal

hold

host

identify

ignite

illuminate

implement

improve

improvise

inspire

integrate

involve

keep

know

labor

launch

lead

master

mature

measure

mediate

model

mold

motivate

move

negotiate

nurture

open

organize

participate

pass

perform

persuade

play

possess

practice

prepare

present

praise

produce

progress

promise

promote

provide

realize

receive

reclaim

reduce

refine

reflect

reform

regard

relate

relax

release

rely

remember

renew

resonate

respect

restore

return

revise

sacrifice

safeguard

satisfy

save

sell

serve

share

speak

stand

summon

support

surrender

sustain

take

tap

team

touch

trade

translate

travel

understand

uphold

use

utilize

validate

value

venture

verbalize

volunteer

work

worship

write

yield

Write down your three most meaningful, powerful, and exciting verbs:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Step Two**: Identify your core value, “What concept or principle would you be willing to die for?”

Some examples of core values are:

truth self-worth safety integrity dignity

relationships honesty respect kindness freedom

inner peace service trust love equality

faith positive attitude excellence justice hope

nobility wholeness joy humility honor

charity simplicity discipleship

**Step Three**: Check out your mission statement.

Can you do this at home, work, with family, with friends?

**Step Four**: Decide on your tribe. Get clear on who it is you want to serve, be around,

inspire, learn from, and be affected by. Your tribe may be limited to “children,” “elderly,” or “family”; or your tribe may be broad, such as

“myself and others.” Just so it is your tribe.

Therefore,

My mission is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(verb) (verb) (verb)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to, for, with, or through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(core value) (tribe)

# A good mission statement will be

**Inspiring, exciting, clear, true, and engaging.**