Module 1 – Personal Vision and Mission Statements for Business Leaders

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How many times have you worked for a company and many of your co-workers don’t know what is happening at the top? Contrast that picture with a company who is aligned and on purpose. There is a big difference, correct?

Vision and mission statements give a company direction. A vision is how you see your company making a difference in business. A mission is what you will be doing to accomplish your vision.

Many companies hold vision and mission statement meetings while they are creating their business plan. Ideally, what the company creates after these statements aligns with their vision and mission statements. We know that vision and mission statements give employees focus on the company initiatives. What is equally important to develop is personal vision and mission statements for each business leader.

When employees source their words and actions from their personal statements, it makes creating the company’s vision and mission statements much more powerful. Each person knows where they stand within the company and their unique contribution.

Creating a Personal Vision Statement

A company vision statement describes the company’s aspirations and purpose toward customers. It’s intended to serve as a clear guide for current and future courses of action. If you don’t understand the difference between a vision statement and a mission statement, keep in mind that a vision is what you can see and the mission is what you do.

A personal vision statement is powerful, inspiring and descriptive, and it communicates both your purpose and your values. When you create a personal vision statement, you communicate your own aspirations in relation to how you want to interact with your world. It is a statement of your purpose and your future.
People write personal vision statements with a focus on career, education, health, relationships, personal development, living environment, community activity, or some other area of life that is important to them.

We all have core values of what is most naturally important to us that give our life and work meaning. Examples are: dedicated work, perseverance, health, freedom, compassion, fun, kindness, respect, love, inspiration, spirituality, persuasion, safety, partnership, courage, truth, play, vitality. Think of these values as you develop your vision statement, you will want to include three values that are most important to you.

When developing your personal vision statement do some brainstorming: think about what makes you happy, what is special about you, what do you love about yourself, what are you good at, and what are your special interests? To get a broader view of yourself from the outside, interview people who know you well and ask them what your qualities are and what they value about you. When do they see you most happy and when do they see you most lit up about your life?

Write your vision statement in present tense, as if it has already taken place. Make your statement about the future you hope to achieve. Write your statement as if you are already making it happen in your life, that your world is already fulfilled because you allowed your strengths, talents and passions to the forefront of your life.

A vision is just that – a vision. Imagine your life five years in the future. Imagine what your life will look like... Where do you see yourself in a life where you are authentically embracing the true you. If you could achieve your deepest desires and wishes, what would they be? Emphasize self worth in this exercise. If you believe you know what you want, challenge that thought and develop it.

My own personal values in my life includes areas such as writing programs and working on business development projects, sharing life stories and knowledge with others, staying healthy with dance, yoga and eating healthy, having fun and happily connected relationships with other people.

The vision I see for my life:

“I am a positive and inspirational contribution to my community. Kindness and compassion drive my actions toward others. My presence allows others to pursue their dreams and obtain them”.

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Personal Mission Statement

You have heard of a company mission statement; a company states a promise to its customers which motivates and inspires them toward their objectives as a company. A perfect mission statement will outline in clear and succinct language how this company makes a difference to its customers.

Have you thought of creating a personal mission statement? If you looked at your life as a business, and you are the CEO, this makes sense. In a way, this is similar to one’s life purpose, at least for this specific chapter in your life.

To create a personal mission statement, ask yourself, what is my reason for living, how do I make a difference, and what are my objectives at this juncture in my life? A personal mission statement gives you focus, direction and accountability as you work toward your personal, career and financial goals.

Because a personal mission statement guides you to proactively create the results you want in your life, it can help light your way as the difficulties of life come about. When you follow your personal mission statement, you will know what to accept and what to avoid as you move through life.

We all know how to set a goal; decide to take a course of action, to achieve a result. A personal mission statement takes this concept one step further, by stating a key personal characteristic, a specific, measurable result, and a tangible deadline to accomplish the goal by.

A personal characteristic may be the strength of discipline you have, perhaps your intelligence, creativity, technical skills, knowledge, mental determination, physical strength. A specific measurable result is the goal you want to achieve. When you state a goal, you say something like I want to get into shape by running. A specific measurable result would be - my goal is to run 3 miles within 30 minutes three times per week and lose ten pounds. And you must add your deadline. For example, “in three months I will accomplish xxxx and xxxx”.

The following is a complete personal mission statement. My mission is to use my mental determination and physical strength to run three miles within 30 minutes three times per week and lose ten pounds by the end of three months.
So then you monitor your progress over the three month’s time, keep track of the times you run and how far and within what time parameters. If you lose track of your objective, you review your mission statement and get back on track.

How would a CEO monitor this project? *Like their job depended on it.*

A CEO will take charge, regardless of the economy and market conditions, regardless of if they have time for it, regardless of if they even know how to do it. CEOs don’t wait to get the job done until other people or external factors change. They know their job is to figure it out and accomplish the mission. Like the CEO, you must forge ahead and make it happen if you want to live the life you want.

Using this formula, I **created a personal mission statement which states**,

“My mission is to express my creativity in an engaging and inspiring manner to launch my four hour business education and marketing seminar to small business owners resulting in $150,000 in personal income and 25% increased revenues for my clients by the end of 2011”.

I have stated my key personal characteristic which is my creativity expressed in an engaging and inspiring manner. The specific measurable result is my four hour business education and marketing program resulting in $150,000 in personal income and 25% increased revenues for my clients. The deadline is by the end of 2011.

With this mission statement, I can proceed to plan out my year, the time I spend in development, marketing my program, and delivering it to potential and signed clients. When I am tempted to move in another direction, I go back to my personal mission statement, to get focused back on my project.

**Further creative strategies**

After you create your personal vision and mission statement, you will want to do some inquiry into a value statement which explains what is important to you. Also, looking at a SWOT analysis, you can start to see where your Strengths and Weaknesses are as a contributor, and what Opportunities and Threats are out there for you in the world.

More about this in our next module.
About the Author

Michelle Pate is a writer, wellness coach and marketing executive who lives in California and loves the beach and practicing Bikram Yoga. She also develops websites, blogs, and helps businesses promote their products and services. She has an MA in holistic counseling psychology and an MBA.

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