

A Sampler from
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 which most excite and inspire you. Write down the verbs on the other side of this paper.

accomplish	counsel	facilitate	negotiate	restore
acquire	create	finance	nurture	return
adopt	decide	forgive	open	revise
advance	defend	foster	organize	sacrifice
affect	delight	franchise	participate	safeguard
affirm	deliver	further	pass	satisfy
alleviate	demonstrate	gather	perform	save
amplify	devise	generate	persuade	sell
appreciate	direct	give	play	serve
ascend	discover	grant	possess	share
associate	discuss	heal	practice	speak
believe	distribute	hold	prepare	stand
bestow	draft	host	present	summon
brighten	dream	identify	praise	support
build	drive	ignite	produce	surrender
call	educate	illuminate	progress	sustain
cause	elect	implement	promise	take
choose	embrace	improve	promote	tap
claim	encourage	improvise	provide	team
collect	endow	inspire	realize	touch
combine	engage	integrate	receive	trade
command	engineer	involve	reclaim	translate
communicate	enhance	keep	reduce	travel
compel	enlighten	know	refine	understand
compete	enlist	labor	reflect	uphold
complete	enliven	launch	reform	use
complement	entertain	lead	regard	utilize
compose	enthuse	master	relate	validate
conceive	envision	mature	relax	value
confirm	evaluate	measure	release	venture
connect	excite	mediate	rely	verbalize
consider	explore	model	remember	volunteer
construct	expound	mold	renew	work
contact	express	motivate	resonate	worship
continue	extend	move	respect	write
				yield

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

Step Two: Identify the core value “What concept or principle is central to the mission/purpose of the group or person?”

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	Education	Leadership	Mission

Write down the core value _____

Step Three: Check the mission out

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

Therefore:

The mission of _____ is to _____, _____ and _____
 _____ to, for, with, or
 (Verb) (Verb) (Core Value)
 through _____.
 (Tribe)

Arrange the words in an order that flows smoothly and send a clear message.

A good mission statement will be inspiring, exciting, clear, true and engaging.