

WRITING A MISSION STATEMENT – by Sasibai Kimis

Guidelines from a friend, Brian Wong : This is Brian's website - www.brianwong.com. Brian went for a course called Date with Destiny run by Tony Robbins after he left the corporate world. These are the guidelines he shared with me via email and conversations.

Essentially, your steps are this:

1. What are the core values and desires which drive your life? What are your values? What's your mission / purpose? What do you want to achieve? What is your dream life going to be about?
2. Define your goals based on the above. Are your goals realistic? Are they practical? Are you leveraging your strengths? Once you've defined step 1, just keep refining step 2 until you find something that feels right and also makes economic sense.
3. Pursue your goals with everything you've got.

Everyone is different. Brian chose a business in health and personal growth as that was at the top of his values. It all depends on what you value and want in life.

You can revise your mission statement every few years.

Guidelines Brian gave me for my mission statement:

- **Use verbs** - I considered the use of "catalyze", "encourage" and "connect".
- Now you need **a target group**. e.g. people, businesses, all sentient beings?? God's creations? Green organizations? Farmers? who is it that you want to effect and affect?
- And finally, you need **an outcome**. e.g. 1 million people to live sustainably? create a movement? what is the tangible outcome?

Here are some of the mission/ purpose of some high achievers who have made their purpose public in their writings or in interviews:

"We envisioned everybody would have a personal computer on every desk and in every home, we wanted to be there and be the first."
Bill Gates at age 19

My purpose is to help people achieve their goals faster than they would have without my assistance.

Brian Tracy

To inspire and empower people to achieve their destiny

Robert Allen, co-author of the One Minute Millionaire

To uplift humanity's consciousness through business

DC Cordova - cofounder of the Excelerated Business School

To humbly serve the Lord by being a loving, playful, powerful and passionate example of the absolute joy that is available to us the moment we rejoice in God's gifts and sincerely love and serve all of his creations

Anthony Robbins

To leave the world a better place than I found it, for horses and for people, too

Monty Roberts, author of "the man who listens to horses"

To create and inspire one million millionaires who each give \$1 million to their church or charity

Mark Victor Hansen, co-author of chicken soup for the soul series

To educate and inspires people to live their highest self based in courage, purpose and joy, versus fear, need and obligation

Harv Eker, CEO of Peak Potentials

Don't have two mission statements. Try and make it into just ONE statement. You can change it later when you have accomplished the first mission. Otherwise, re-word it to encompass what it is you want to do.