

Writing Your Mission Statement

Like organizations, individuals can benefit from mission statements that capture what they stand for and what they aim to do (Joseph, 2019).

While most of us may have a vague notion of our mission in life, it can be helpful and productive to capture them on paper or digitally and regularly return to see if we are faithful to them.

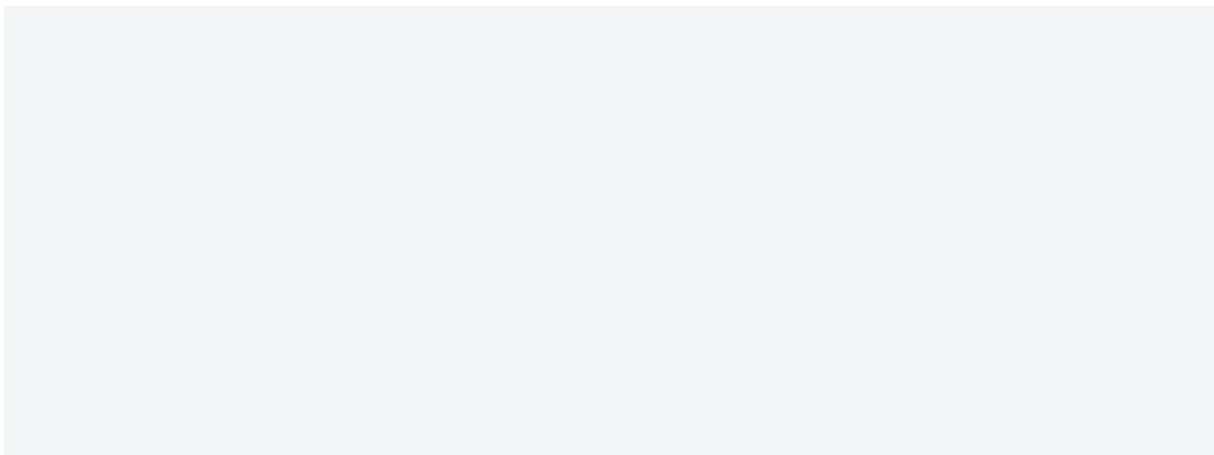
The following questions help your client reflect on their values and aims and define their mission statement.

Ask your client (or indeed yourself) the following questions, writing your answers in the boxes:

What is most important to you?

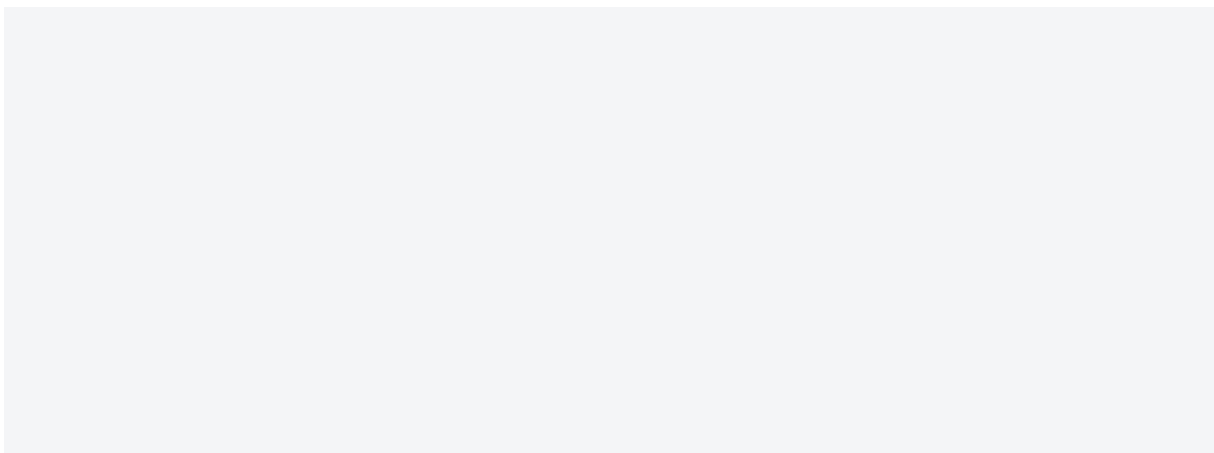
What do you value most?

What are you most passionate about?



What are your most significant personal and professional goals?

What does the best version of you look like (career, relationships. Achievements)?



What do your friends, loved ones, and colleagues consider your greatest strengths?

What legacy do you want to leave behind? How can your skills help you do that?

Use the above answers to define your personal mission statement in the form:

I will _____ [action] for _____ [audience]
by _____ [skills] to _____ [desired result
or outcome].

For example,

I will create fascinating podcasts for people interested in psychology to apply science-based learning in their everyday lives.

References

- Joseph, S. (2019). *Authentic: How to Be Yourself and Why It Matters*. Little, Brown Book Group Limited.

Dr. Jeremy Sutton