

DAY 1
CHAPTER 2
Purpose, Mission, and Vision
for Business and Life Worksheet

ASSESS

Let's start with YOU, so we have a foundation designed for your purpose.

Your Personal Statements

1. The purpose of your existence is the reason for your life: Your "WHY." Purpose feeds vision and is accomplished by the mission. The purpose is born from your passion. This is also affected and transforms as you transition through the different seasons (refer back to your SEASONS worksheet)
 - a. Keeping in mind the life season you are in,
 - Decide to have passion for what you're doing and purpose in your placement.
 - Decide this is where you are placed in your life now, and you will find passion and purpose in this season.
 - Have Grace with that purpose if you are in a hard season of life.
 - b. What is your strongest passion right now?
 - c. If you never had to worry about money, what would you love to spend your time doing?
What other prioritized passions would you have?
2. Write a purpose statement that includes your passions. THIS is your Life's Purpose **right now**:
 - My Life Purpose is:
3. A vision statement is an external tool used to communicate with the public. It paints a compelling picture of the future position of your best self. It is designed to inspire others and set the tone and course for those involved in executing your mission. It describes where you want the community or the world to be because of you and your purpose's impact.

Review your best self as you described in the Chapter 1 worksheets 'Positive Self Talk' and '10 Questions of Your Best Self Worksheet' to help you envision who your best self is in the future. Now, form a Statement that paints this compelling and inspiring picture:

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- **My Life Vision Statement is:**

4. Your Mission Statement defines how you will accomplish your Vision. It represents the commitment level, results complement the vision, and reflect the company and personal values.

- How will you accomplish your vision? Give generalized milestones to inspire others' support and encouragement to move you personally in your purpose from where you are now to achieve your vision.
- In what timeframe do you want to meet this goal? (show commitment to yourself): Is this a realistic timeframe?
- Generalize financial goals to meet the mission's needs. How will you get the funding needed to meet your time frame, and what would you need to get started?

My Personal Mission Statement is:

Now, let's do the same for our business:

1. Purpose: Why your business exists is the reason for your business, your "WHY." Purpose feeds vision and is accomplished by the mission. The purpose is born from your passion. This is also affected and transforms as you transition through the different seasons (refer back to your business season's worksheet)
 - Keeping in mind the life season you are in, what is your strongest passion right now?
 - If you never had to worry about finances, What other prioritized passions do you have for your company?

2. Write a purpose statement that includes your passions. This is your life's Purpose right now:

My Business Purpose is:

3. A vision statement is an external tool used to communicate with the public. It paints a compelling picture of the future position of your best self. It is designed to inspire others and set the tone and course

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for those involved in executing your mission. It describes where you want the community or the world to be because of you and the impact your purpose has.

Review your best self as you described it in Chapter 1 worksheets 'Positive Self Talk' and '10 Questions of Your Best Self' to help you envision who your best self is in the future. Now form a Statement that paints this compelling and inspiring picture:

My Business Vision Statement is:

4. Your Mission for your business is to define how you will accomplish your vision. It represents the level of commitment; results are complementary to the vision and reflect the company and personal values.

How will you accomplish your vision? Give generalized milestones to inspire others' support and encouragement. Use another sheet of paper if you need more room for this list.

In what timeframe do you want to meet this goal? (Show commitment to yourself):

Generalize financial goals to meet the Mission's needs.

My Business Mission Statement is: