

# How to Create a Personal PURPOSE Statement

By

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Most companies invest heavily in defining and clarifying their vision and mission statements. Often they also spell out their core values and their expectations.

Many successful individuals have created their own personal vision and/or mission statements. Generally a vision statement describes what a person wants to achieve, do or become in the future. For example, “to be leading a profitable, growing company.” Or, “to complete my doctorate and earn a full professorship at a prestigious university.” Or, “to become a best selling author.”

Mission statements, on the other hand, tend to describe actions in the present that lead to one’s future. For instance, “to become a more effective leader.” Or, “to accelerate the completion of my dissertation.” Or, “to work with my editor to improve my book.”

Vision and mission statements often overlap and some of us can be confused by the details of how to prepare them.

I am proposing another approach for your consideration. It is a personal PURPOSE statement, which incorporates elements of both a vision, and a mission statement.

In my view, personal PURPOSE statements should embrace one’s key values, major passions, outstanding talents and give a hint at the expected outcome. The best PURPOSE statements are concise, clear, realistic, and inspire you.

Here are some key thought starter questions.

- **Values:** What do I believe? What do I value? What is important to me?
- **Passions:** What do I love to do? What am I passionate about?
- **Talents:** What are my super powers? What am I best at doing or being?
- **Results:** How do I want to live my life? How do I want to be remembered?

*“Everything should be made as simple as possible, but not simpler.”*

--Albert Einstein

Think hard on these questions and then try to write a phrase or certainly no more than one sentence that incorporates your key values, major passions, outstanding talents and expected outcomes.

Here are some examples from others.

- Teacher. “To instill in students the joy of learning.”
- Teacher. “Broaden the possibility horizons of my students.”
- Sales Manager. “Make a difference in the lives of others.”
- Chef. “Prepare food that is healthy, tasty, pleasing to the eye and enjoyable.”
- Contractor. “Design and build sustainable and affordable homes.”
- Medical researcher. “Develop a cure for ovarian cancer.”
- Restaurant owner. “Create remarkable and memorable experiences for our customers.”
- Software engineer. “Develop software that makes planning for every day tasks easier.”
- Financial planner. “Help people fulfill their financial promises.”
- CEO/Business Owner. “Change people’s lives.”
- Performance Coach. “Bring out the best in others.”
- Trauma Surgeon. “Save lives.”

Now, try writing your own personal PURPOSE statement here.

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