

chnnl

## chnnl playbook:

Writing a personal  
mission statement



# Introduction

Welcome to the Personal Mission Statement Playbook. This is a practical guide inspired by the timeless principles from Stephen Covey's "7 Habits of Highly Effective People". In his book, Covey emphasises the importance of having a clear sense of purpose to guide your actions and decisions. Crafting a personal mission statement is at the heart of this approach, helping you define your "why" and align your life with your core values.

This playbook is designed to take you through a series of reflective exercises based on Covey's teachings, helping you discover your values, identify your strengths, and clarify your purpose. Whether you're focused on personal growth or seeking direction in your career, these exercises will guide you through the process of writing a personal mission statement that acts as your "north star."

By the end of this playbook, you will have a personalised, actionable mission statement to help you live more intentionally, achieve your goals, and become more effective in all aspects of life.

Let's embark on this journey of self-discovery and purpose!

## Learning outcomes:

1. Reflect on your values and how they align to your future goals
2. How to write a personal mission statement
3. How to evaluate your mission statement and what it means to your life

# Identifying your personal mission:

Using the blank template in the page below, identify your values, "why", and mission. Below has an example with prompts you may like to use, the the following pages give further ideas/context.

|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| ONE   | <h2>MY VALUES</h2> <p><b>EXAMPLE:</b></p> <ul style="list-style-type: none"><li>• Love</li><li>• Self Care</li><li>• Creativity</li><li>• Community</li><li>• Friendship</li><li>• Integrity</li><li>• Honesty</li><li>• Respect</li><li>• Kindness</li><li>• Participation</li><li>• Family</li><li>• Authenticity</li></ul>                                                                                                                                                                                                                                                                                                                             | MY VALUES |
| TWO   | <h2>MY 'WHY'</h2> <p>Add your "WHY" here. This can be a short statement about why you do what you do in life or work.</p> <p>This will help you keep on track when you lose motivation - your WHY will remind you why you got started in the first place!</p> <p><b>EXAMPLE:</b></p> <p><i>My personal why of being a teacher is to be a role model and leader who supports students not only academically but also emotionally, helping them navigate education. After having faced personal challenges and having a teacher change my life through supporting me, I want to have the same impact on the young Kiwis of today.</i></p>                   | MY WHY    |
| THREE | <h2>MY MISSION</h2> <p>Add a summary of your values, why and goals here. This can be as general or as specific as you wish. Whatever you'd like to remind yourself of goal-wise and to ground you in times of change!</p> <p><b>EXAMPLE:</b></p> <p><i>My mission is to be a positive role model and leader for students, supporting them both academically and emotionally as they navigate their educational journey. Inspired by the impact a teacher had on my life during challenging times, I am committed to providing the same guidance and encouragement to young Kiwis, helping them build confidence and achieve their full potential.</i></p> | MY GOALS  |

Identifying your personal mission:

|       |            |           |
|-------|------------|-----------|
| ONE   | MY VALUES  | MY VALUES |
| TWO   | MY 'WHY'   | MY WHY    |
| THREE | MY MISSION | MY GOALS  |

# Determining and Living Your Life According to Your Core Values:

Directions: Place an tick by 20 values that are key to you. Narrow the list to ten core values and then further narrow the list to three core values. Use these three core values as a common thread to weave throughout the writing of your mission statement.

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|-----------------------------------------------------------------------------|---------------------------------------------------------|
| <input type="radio"/> Achievement                                           | <input type="radio"/> Freedom                           |
| <input type="radio"/> Leadership                                            | <input type="radio"/> Self Respect                      |
| <input type="radio"/> Adventure                                             | <input type="radio"/> Public Service                    |
| <input type="radio"/> Location                                              | <input type="radio"/> Efficiency                        |
| <input type="radio"/> Affection (love and caring)                           | <input type="radio"/> Purity                            |
| <input type="radio"/> Loyalty                                               | <input type="radio"/> Ethical Practice                  |
| <input type="radio"/> Arts                                                  | <input type="radio"/> Quality of what I take part in    |
| <input type="radio"/> Market Position                                       | <input type="radio"/> Excellence                        |
| <input type="radio"/> Challenging Problems                                  | <input type="radio"/> Quality relationships             |
| <input type="radio"/> Meaningful Work                                       | <input type="radio"/> Friendships                       |
| <input type="radio"/> Change & Variety                                      | <input type="radio"/> Serenity                          |
| <input type="radio"/> Merit                                                 | <input type="radio"/> Growth                            |
| <input type="radio"/> Close relationships                                   | <input type="radio"/> Sophistication                    |
| <input type="radio"/> Money                                                 | <input type="radio"/> Having a family                   |
| <input type="radio"/> Community                                             | <input type="radio"/> Stability                         |
| <input type="radio"/> Nature                                                | <input type="radio"/> Helping other people              |
| <input type="radio"/> Competence                                            | <input type="radio"/> Helping society                   |
| <input type="radio"/> Being around people who are open                      | <input type="radio"/> Supervising others                |
| <input type="radio"/> Competition                                           | <input type="radio"/> Honesty                           |
| <input type="radio"/> Honest                                                | <input type="radio"/> Time Freedom                      |
| <input type="radio"/> Cooperation                                           | <input type="radio"/> Independence                      |
| <input type="radio"/> Order (tranquility, stability)                        | <input type="radio"/> Truth                             |
| <input type="radio"/> Country                                               | <input type="radio"/> Influencing others                |
| <input type="radio"/> Personal Development (living up to my full potential) | <input type="radio"/> Wealth                            |
| <input type="radio"/> Creativity                                            | <input type="radio"/> Inner Harmony                     |
| <input type="radio"/> Decisiveness                                          | <input type="radio"/> Widsom                            |
| <input type="radio"/> Physical Challenge                                    | <input type="radio"/> Inner Passion                     |
| <input type="radio"/> Democracy                                             | <input type="radio"/> Job tranquility                   |
| <input type="radio"/> Pleasure                                              | <input type="radio"/> Expertise                         |
| <input type="radio"/> Ecological Awareness                                  | <input type="radio"/> Recognition (respect from others) |
| <input type="radio"/> Power and authority                                   | <input type="radio"/> Responsibility and accountability |
| <input type="radio"/> Economic security                                     | <input type="radio"/> Financial gain                    |
| <input type="radio"/> Privacy                                               | <input type="radio"/> Security                          |

# Mission Statement Draft:

## PREPARATION:

Completing the following statements may help you determine the focus and wording of your personal mission statement.

- I am at my best when . . .
- I am at my worst when . . .
- I am truly happy when . . .
- I want to be a person who . . .
- Someday I would like to . . .
- My deepest positive emotions come when . . .
- My greatest talents and best gifts are . . .
- When all is said and done, the most important things in life are . . .
- Possible life goals for me are . . .

## REVIEW:

Writing a mission statement requires deep reflection about who we are and what our purpose is. Review your mission statement when it is still in draft form. Ask yourself the following questions.

- Does my mission statement ...
- Bring out the best in me?
- Challenge and motivate me?
- Communicate my vision and values?
- Address significant roles in my life?
- Express timelines, proven principles that produce quality of life results?
- Represent the unique contribution I can make to society?

A meaningful personal mission statement contains two basic elements. The first is what you want to do – what you want to accomplish, what contributions you want to make. The second is what you want to be – what character strengths you want to have, what qualities you want to develop.

Some of the elements I would like to have in my mission statement are:

[illegible][illegible]

# The Creation of a Personal Mission Statement:

## Step 2 = Identify an Influential Person:

An effective tool to focus in on what you want to be and do is to identify a highly influential individual in your life and to think about how this individual has contributed to your life. This person may be a parent, work associate, friend, family member, or neighbour. Answer the following questions, keeping in mind your personal goals on what you want to be and do.

Who has been one of the most influential people in my life?

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Which qualities do I most admire in that person?

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What qualities have I gained (or desire to gain) from that person?

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# The Creation of a Personal Mission Statement:

## Step 3 = Define your Life Roles:

You live your life in terms of roles – not in the sense of role playing, but in the sense of authentic parts you have chosen to fill. You may have roles in work, in the family, in the community, and in other areas of your life. These roles become a natural framework to give order to what you want to do and to be.

You may define your family role as simply “family member.” Or, you may choose to divide it into roles, such as “wife” and “mother” or “husband” and “father.” Some areas of your life, such as your profession, may involve several roles. For example, you may have one role in administration, one in marketing, one in personnel, and one in long-range planning.

### ROLE EXAMPLES:

- Wife/Mother, Manager-New Products, Manager-Research
- Manager-Staff Development, United Way Chairperson, Friend
- Husband/Father, Salesman-Prospects, Salesman –
- Financing/Administration, Regional Director, Friend

Define up to six life roles and then write these roles in the boxes provided on the next page. Then project yourself forward in time and write a brief statement of how you would most like to be described in that particular role

By identifying your life roles you will gain perspective and balance. By writing these descriptive statements you will begin to visualise your highest self. You will also identify the core principles and values you desire to live by.

# The Creation of a Personal Mission Statement:

## ROLES:

## STATEMENT:

In the space provided below create a rough draft of your mission statement. Draw heavily upon the thinking you've done in the previous three steps. Carry this draft with you and make notes, additions, and deletions before you attempt another draft.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# The Creation of a Personal Mission Statement:

## Step 5 = Evaluate

It is important that you do not let your personal mission statement become outdated. Periodic review and evaluation can help you keep in touch with your own development and keep your statement in harmony with your deepest self.

Continually ask yourself the following questions:

Is my mission based on timeless, proven principles? Which ones?

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Do I feel this represents the best that is within me?

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During my best moments, do I feel good about what this represents?

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Do I feel direction, purpose, challenge, and motivation when I review this statement?

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# The Creation of a Personal Mission Statement:

## Step 5 = Evaluate

It is important that you do not let your personal mission statement become outdated. Periodic review and evaluation can help you keep in touch with your own development and keep your statement in harmony with your deepest self.

Continually ask yourself the following questions:

Am I aware of the strategies and skills that will help me accomplish what I have written?

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What do I need to start doing now to be where I want to be tomorrow?

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The final test ... does this statement inspire me?

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When you do have a permanent copy, review it frequently. We strongly recommend that you commit it to memory so that you keep your vision and your values clearly in mind.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Closing:

Writing your personal mission statement is a powerful exercise in self-discovery and intentional living. By reflecting deeply on your values, strengths, and life purpose, you can create a clear guide for making decisions and setting priorities that align with who you truly are.

Inspired by Stephen Covey's timeless principles, this playbook provides the tools and exercises to help you craft a mission statement that will serve as a compass in your personal and professional life.

Remember, this statement isn't set in stone - it will evolve as you grow, learn, and navigate the seasons of life. Embrace it as a living document, one that reminds you of your core beliefs and guides you toward the legacy you wish to leave.

