**Logo, company name

Description automatically generated**

**Making your own mission statement.**

**What is worth devoting your life to? What do you really care about? What do you want to look back on at the end of your life and feel proud of?**

**Establishing a life mission is like having a birds-eye view of life. It’s something you can come back to when life takes you off track, like a compass that always leads you home.**

**1. Write a list of ten things that you’d like to do or achieve in your life.**

**Try to imagine experiences, feelings, rather than goals. For example, ‘make a lot of money’ is a goal, but ‘have a highly profitable online business selling products I really love’ is more about the feeling and experience you want to have while you’re making that money. Keep the list focused on things that do, or that you think will, bring you joy.**

**2. Identify the words you have used the most in your list.**

**For example, if the word ‘business’ appears the most, write it down. It doesn’t matter what order you put the words in, just note them down. If you can’t find repeating words, choose words that stand out to you, that make you feel excited when you see them. That might be something like ‘freedom’, or ‘art’, or something totally different, like ‘CEO’ or ‘corporation’. Whatever the words, choose the ones that are either a pattern or that stand out to you.**

**2. Work with the words to make your own mission statement.**

**If you can’t make a statement directly from the words you’ve chosen, work with them to find their underlying meaning. For example, you might have the words: ethical, family, money, online, business, happiness, children. Combine them in a ten word statement, for example: I happily balance family and a profitable ethical online business.**

**Didn’t work for you? Follow this link to access a values assessment sheet that might help.**