



TMEI MISSION STATEMENT CREATION PROCESS

Before you get started on this mission statement process, let's clarify what a mission statement is and what makes a mission statement unsuccessful.

A Mission Statement is:

- A mission statement is **specific**, not generic. (*Generic would be...I want to help people...this is not specific enough. What people? Youth, elderly, toddlers?*)
- Your mission statement is **what you're about** and **what you were sent here to do**.
- When you know your mission, decision-making becomes easier because now you have something against which to measure your activities.
- A personal mission statement acts as both a harness and a sword, **harnessing you to what is true about your life, and cutting away all that is false or secondary**.

An unsuccessful or inadequate mission statements will have these characteristics:

1. They are uninspiring. (*Ex. To survive, get by, retire by age 55...*)
2. They are for the benefit of one person or one party only. (*Ex. To beat USC, to own a Mercedes, to put the competition out of business...*)
3. They are not understandable to others...(*Ex. To have a philosophical undergirding of truth in a metaphorically literal society.*)
4. They are too generic and ordinary. (*Ex. I am here to serve. Serve who? How? Why?*)

Four simple suggestions/elements to creating a successful mission statement:

1. It will fit your unique personality
2. It should be no more than a sentence long.
3. It should be easily understood by a 12 year old.
4. You should be able to recite it BY MEMORY at gunpoint!

I'M ON A MISSION!

PART 1: Every mission **requires action**, and action words are **VERBS**. Below is a list of verbs. Pick out 4 verbs from each column which most excite you. Then from that list select the **ultimate 3**. These are the action words which will shape your future activities.

Accomplish	Decide	Gather	Participate	Satisfy
Acquire	Defend	Generate	Pass	Save
Adopt	Delight	Give	Perform	Sell
Advance	Deliver	Grant	Persuade	Serve
Affect	Demonstrate	Heal	Play	Share
Affirm	Devise	Hold	Possess	Speak
Alleviate	Direct	Host	Practice	Stand
Amplify	Discover	Identify	Praise	Summon
Appreciate	Discuss	Illuminate	Prepare	Support
Ascend	Distribute	Implement	Present	Surrender
Associate	Draft	Improve	Produce	Sustain
Believe	Dream	Improvise	Progress	Take
Bestow	Drive	Inspire	Promise	Tap
Brighten	Educate	Integrate	Promote	Team
Build	Elect	Involve	Provide	Touch
Call	Embrace	Keep	Pursue	Trade
Cause	Encourage	Know	Realize	Translate
Choose	Endow	Labor	Receive	Travel
Claim	Engage	Launch	Reclaim	Understand
Collect	Engineer	Lead	Reduce	Use
Combine	Enhance	Light	Refine	Utilize
Command	Enlighten	Live	Reflect	Validate
Communicate	Enlist	Love	Reform	Value
Compel	Enliven	Make	Regard	Venture
Compete	Entertain	Manifest	Relate	Verbalize
Complete	Enthuse	Master	Relax	Volunteer
Compliment	Evaluate	Mature	Release	Work
Compose	Excite	Measure	Rely	Worship
Conceive	Explore	Mediate	Remember	Write
Confirm	Express	Model	Renew	Yield
Connect	Extend	Mold	Resonate	
Consider	Facilitate	Motivate	Respect	
Construct	Finance	Move	Restore	
Contact	Forgive	Negotiate	Return	
Continue	Foster	Nurture	Revise	
Counsel	Franchise	Open	Sacrifice	
Create	Further	Organize	Safeguard	



Write down your 3 most meaningful, purposeful and exciting verbs here.

_____, _____, and _____.

PART 2: What do you stand for? What principle, cause, value, or purpose would you be willing to defend to the death or devote your life to? For example, some people's key phrase or value might be "joy" or "service" or "justice" or "family" or "creativity" or "freedom" or "equality" or "faith" or "excellence." What is your core? Write the word or phrase down here:

_____.

PART 3: Who are you here to help? Every mission implies that someone (or something) will be helped. (*Ex. A nation will be freed, a bird will be returned to its nest, the elderly will know they are loved and cared for.*) Who is it that you were sent here to help? The more specific you can be, the more focused and powerful your energy will be. (*Jesus said, "I came to help the lost sheep of Israel" and because he was clear on his "for whom" he stayed within a 30-mile radius of his home, teaching, healing, and preaching to "the lost sheep of Israel".*)

Get clear on who you really want to serve, be around, inspire, learn from, and impact in a positive way. Below is a list of groups and/or causes. Pick the 3 that most attract you.

Environment	Government	Animal Protection	Labor Relations
Family Issues	Youth	Labor Relations	Travel
Education	Roads & Bridges	Literacy	Finance
Media	Business	Border Issues	Real Estate
Entertainment	Non-profit	Civil Rights Issues	Printing &
Health Care	Agencies	Sexuality Issues	Publishing
Elderly	Churches	Fashion	Religion
Infants/Children	Synagogues	Art	Community Dev.
The Poor	Spirituality	Books	Research
The Homeless	The Ill & Disabled	Music	Women's Issues
Immigration	Public Safety	Movies	Gardening
Energy	Human	Design	Broadcasting
Agriculture	Development	Sports	News/Journalism
Justice System	Child Protection	Food	Performing Arts
Parks &	Child Care	Reproductive	Men's Issues
Recreation	Justice	Issues	
Veterans	Home Health Care	Computer	
Substance Abusers	Water Rights	Technology	
Nutrition	Defense	Administration	
Law	Animal Rights/	Management	
Politics	Care	Construction	



Pick the one **group, entity or cause** you would most like to help or impact in a positive way.

Write down that cause, entity, or group's name here: _____

Putting It All Together...

This is the formula for your mission statement.

PART 1 + PART 2 to, for, or with + PART 3 = Mission Statement.

My mission is to:

_____, _____, and _____
(your 3 verbs)

(your core value or values)

to, for, or with

_____.
(the group/cause which most moves/excites you)

EXAMPLE: My mission is to help transformational leaders **identify, clarify, and refine** their God given message so they can reach their tribe.

Write yours here:

My mission is to _____
