

Ricki Lee Brooks

# Creating a Personal Mission Statement

## Sound Communication

Telling the World About Jesus



# Creating A Personal Mission Statement Worksheet

## Coaching

**Intent**

The intention of this exercise is to discover your ultimate reason for existing and to develop a mission/purpose statement that captures that ultimate meaning in both a precise and concise fashion.

**Review**

Any personal, professional, social, emotional, intellectual, or spiritual development should first pass muster with either or both your personal or family mission statement. Therefore, discovering your ultimate purpose for living and creating an effective mission/purpose statement is necessary.

**Brainstorming over your ultimate mission/purpose**

- 1. Ask yourself (yourselves):
  - “Why do I (we) ultimately exist?”
  - “What is my (our) ultimate reason for being here?”

Think about these questions at length. Discuss them. Is your purpose merely to get by? Do you live to make money or become well known. Are you a taker? Do you live merely in the “now” to simply satisfy your personal appetites and desires?

Or, is there a higher purpose for your life? Will your life make a difference to those you know? What about others outside your immediate sphere of influence? Does your ultimate purpose have anything to do with eternity or transcendent values?

If asked, what might others say about your ultimate reason for living?

Now write down your conclusions: \_\_\_\_\_

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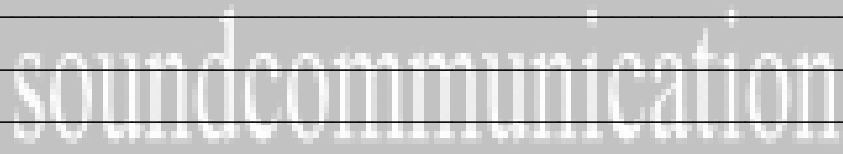
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2. Ask yourself (yourselves):

What am I (are we) ultimately supposed to do? Be sure to read Romans 11:36; 16:25-27; 1 Corinthians 10:31; Ephesians 1:3-14. Notice the emphasis on living to glorify God.

Think about what kind of impact you wish to make. Think about the kind of impact others might want you to make.

Does society have anything to say about this? Does God?

Now write down your conclusions: \_\_\_\_\_

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3. Ask yourself (yourselves):

How am I (are we) to do it?

Think about style. Think about method. Think about values. Think about your unique characteristics either as an individual or as a social unit (family, group, etc).

Now write down your conclusions: \_\_\_\_\_

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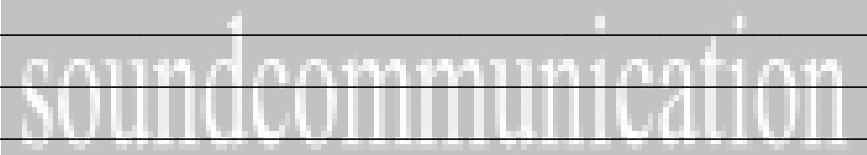
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**Summarize your findings**

1. First, attempt to summarize your findings in a simple paragraph: \_\_\_\_\_

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2. Second, attempt to tighten this up. Write out the salient features into one sentence. \_\_\_\_\_

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**Before you write out your finished mission/purpose statement, consider the following.**

An effective mission/purpose statement will always meet at least four standards.

- The statement will be biblical: A Christian should always make sure his or her mission/purpose in life stems from a biblical worldview. Why? The answer is simple: the Lord has already determined our ultimate mission/purpose. All we have to do is discover that mission/purpose by looking intently into the Bible.
- The statement will be specific: This means you should follow the KISS principle — Keep It Simple, Simon. Your statement should be concise and precise. Resist the urge to force every idea into your statement. Too many words will render your statement difficult to remember, memorize, and utilize.
- The statement will be transferable: This means you should attempt to write your statement in such a way that it becomes easy to memorize, easy to repeat, and easy to use in every day discussion. By doing this you lay the groundwork for running all your decisions through your mission/purpose in life.
- The statement will be measurable: This means your statement should allow you to evaluate whether or not you are actually fulfilling your ultimate mission/purpose. Will your statement allow you to prove that you are succeeding?

Here is one married couple's example:

*"Our mission in life is to love our Lord, one another, and our children more and more every day and to help as many as possible to do the same thing."*

Is it biblical? Yes

Is it specific? Yes

Is it transferable? Can it be memorized and utilized? Yes

Is it measurable? Let's see...

One way of measuring love for God is by asking, "Do I worship and serve him?" Therefore, this couple could ask themselves, "Do we both individually and together worship and serve God?" To the degree they can answer "yes," they are succeeding at that part of their mission/purpose (and vice versa).

One way of measuring love for others is by asking, "Do I do for others what I would want others to do for me?" To the degree they can answer "yes" with regards to one another and to their children they are succeeding at that part of their mission/purpose (and vice versa).

One way of measuring whether or not they are helping "as many as possible to do the same thing," is by asking, "are others turning to God and becoming his servants?" To the degree they can answer "yes" they are succeeding at that part of their mission/purpose (and vice versa).

**Write your mission/purpose statement**

1. First, review your paragraph and sentence summaries.
2. Second, keep in mind the four standards.
3. Third, King Solomon said long ago, "There is nothing new under the sun." Likewise, you already know that your ultimate mission and purpose in life must be discovered in God's truth rather than something of your own creation. So, relax. It is not your task to invent anything new. However, this does not mean you cannot be unique in the way you express God's purpose for your life or the life of your family. Therefore, be creative, bold, and fresh when writing your mission/purpose statement.

Attempt #1: \_\_\_\_\_

Attempt #2: \_\_\_\_\_

Attempt #3: \_\_\_\_\_

Attempt #4: \_\_\_\_\_

Attempt #5: \_\_\_\_\_



(Content assistance from Rick Warren: The Purpose Driven Church; Zondervan Publishing, 1995, pp. 100-106)

## About Sound Communication

Jesus said fields all across the world are ready for the harvest. It comes as no surprise that he wants as many as possible to hear his message and, at Sound Communication, we can think of no greater privilege than being a part of a team that delivers that message.

Since the first century, followers of Christ have dedicated themselves to this task. The times in which we live are no different. Faithful messengers still proclaim God's life-changing message of salvation through Jesus Christ. Ricki Lee Brooks is one of them.

Ricki's goal has always been to be not only motivational, but inspirational. Inspiring others to face and overcome hardship by developing their love for and connection with the Savior remains at the heart of all that he does. In fact, over thirty-five years ago, Ricki and his wife, Vanita, wrote down their mission statement for life. Here it is..."Our mission in life is to love our Lord, one another, and our children more and more every day and to help as many as possible to do the same thing." Since the loss of his beloved at the hands of a drunk driver, Ricki has often said, "Without her I feel less effective, but not less impassioned. Helping people love the Lord is the greatest privilege on earth, because, in the end, our purpose was never just about us...it was and is all about Jesus."

Ricki wants to assist you with the skills you need to meet your unique challenges. He also wants to give you a two-fold promise. First, should he accept the mission of assisting you, he will give you the absolute best of all he is and all he has to offer. Second, he will not offer what he cannot reasonably accomplish. Therefore, you can always count on him for an honest assessment of both your dilemma and his "fit" on behalf of your dilemma.

So, when you have the opportunity, visit his website or give him a call. Some of the areas he might be of assistance are...

preaching/teaching, anger management, workshops/retreats/conferences, personal coaching, consulting, conflict resolution, intervention for addictions, alternative leadership skills, spiritual identity disorder



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