

DEVELOPING A PERSONAL MISSION STATEMENT

Presented by:

Brad Barnett, MS, AFC[®], CPFM, FAAC[®]

James Madison University

Associate Vice President for Access & Enrollment Management

Director of the Office of Financial Aid & Scholarships

NASFAA Immediate Past National Chair

SESSION DESCRIPTION

Have you really thought about what's most important you in life? What do you value? What's your purpose? What do you hope to accomplish? And how do your day-to-day habits move you closer or further from these goals? This is larger than just looking through the lens of your work. Instead, this is about you as a person. Developing a personal mission statement can help keep you on track, and motivate you, towards having a more fulfilled and purposeful life.

EXPERIENCE

- AFC® and CPFM
- Teach two personal finance classes each term at JMU
- Co-Facilitate Impact³ at JMU (Leading the Personal Mission Statement portion of the program)
- Teach personal finance workshops for faculty and staff at JMU

WHAT IS A PERSONAL MISSION STATEMENT?

STEPHEN COVEY

According to Stephen Covey, a mission statement

- Is a clear and concise summary of your purpose, priorities, and things you need to do each day to reach your goals.
- Is a critical part of building a life of purpose, accountability, and fulfillment. It's a compass to keep you on the road to success.
- Serves as an inspiring reminder of your long-term goals and the principles that you want to guide your life.

BEGIN WITH THE END IN MIND

- Covey said, “All things are created twice.” First in your mind, the mental creation. Second in reality (physical creation).
- Figure out who you want to be in the end (mental creation), and then work backwards developing your plan to get there (physical creation).
- Covey refers to developing a personal mission statement as “connecting with your own unique purpose and the profound satisfaction that comes from fulfilling it.”

CREATING A MISSION STATEMENT

- Writing a mission statement takes time.
- It requires careful reflection about yourself and what matters most to you
- A mission statement should be revised and polished until represents you and your purpose.
- Adapt your mission statement as needed, but always be sure it's grounded in honest principles and authentic ambitions (be true to yourself)

VALUE RANKING

EXERCISE INSTRUCTIONS

- You will see 10 value words
- Rank them in order of what is most important to you
 - 1 is the highest
 - 10 is the lowest
- Write a one to two sentence definition of each value

VALUES (ALPHA ORDER)

- Authenticity
- Education
- Family/Significant Other
- Finances
- Humor
- Peace
- Reputation
- Respect
- Service
- Spirituality

PERSONAL MISSION STATEMENT FORMAT

QUESTIONS TO CONSIDER

- What is truly important in my life...what do I value?
- What kind of person do I wish to become?
- What are my deepest priorities?
- Which relationships do I wish to be lasting? What must I do, and how must I manage my life, to constantly nurture these vital relationships?
- What are the principles I would like to live by?
- What helps me to feel fulfilled?
- What drives me to do the things I do?

FORMATS

- Paragraph
- Bullet points
- Word art
- Pictures/drawings/symbols
- Poetry
- Others

BRAD BARNETT PERSONAL MISSION STATEMENT (EXAMPLE)

I will....

- Strive to keep Christ at my center and not let the activities of daily life distract me from my relationship with him
- Demonstrate to Sara, Drew, and Jackson my love for them on a daily basis
- Ensure my family is cared for, whether I am here or not
- Help my children grow into responsible men who are able to care for themselves and their families
- Be a man of integrity
- Be a leader who supports and inspires others to reach their full potential
- Be a lifelong learner
- Remain passionate about helping others plan for their future by getting their financial house in order; helping them develop a plan when one does not exist; helping them to see hope and possibilities when they have felt defeated
- Attempt to make a positive difference in at least one person's life each day

WRITE IT

- Spend some time reflecting on your values.
- Find the format that works for you.
- A good on-line tool that can walk you through writing one can be found at <https://msb.franklincovey.com/>
 - Go to the Personal Mission Statement section
 - You will see an on-line Mission Statement Builder

WHERE TO KEEP IT?

- Put it somewhere you will see it to regularly to reflect on whether you're staying to true to it.
 - If the way you're living isn't true to your statement, then the statement should be revised or it means you're not living a life true to what you say is important to you.
 - Alignment of values and actions?
- Mine is on a cork board above my computer in my office.

THANK YOU