



Drafting a Mission Statement

A Mission statement is a declaration of your passion and purpose that helps to establish priorities and guide your long-term decisions.

Questions to consider:

1. What do you value above all else?
2. What brought you to the field of education?
3. When you are feeling successful/fulfilled, what values are being met?
4. When you are angry, what values are being compromised?

1. What is/are the value(s) that resonate most with you? Think Big Picture.

Possible Values

We list several possibilities here, but feel free to pick something else that speaks to you.

(Acceptance, Power/Influence, Creativity, Happiness, Family, Collaboration, Equality, Wisdom/Intellect, Leadership, Diversity, Humor/Fun, Compassion, Loyalty, Democracy, Competition, Success, Ethics/Morals, Peace, Fame, Adventure, Inner Harmony, Health, Relationships/connectedness, Spirituality/Faith, Helping others/Service, Money, Nature)

2. What personality traits and skills do I have that will help me in achieving my mission?

A mission statement should be

- Short (1-4 sentences)
- Written in phrases that start with a verb such as: *to promote, to inspire or to lead*
- Broad in scope; not based on short-term goals(i.e. Getting healthy instead of losing weight)
- Can be written to include both your professional career and personal life.
Separate mission statements can be drafted but they should be compatible.

Sample Mission Statements

Corporate

- To organize the world's information and make it universally accessible and useful
- **Google**
- To bring inspiration and innovation to every athlete in the world - **Nike**
- To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time. **Starbucks**

Personal

- To be a teacher. And to be known for inspiring my students to be more than we thought they could be. - **Oprah Winfrey**
- To use my gifts of intelligence, charisma and serial optimism to cultivate self-worth and net-worth of women around the world. - **Amanda Steinberg, founder of DailyWorth**

Writing your own mission statement

In the space below write down your mission statement. Once you feel comfortable with it, write it out on a separate paper and put it in your desk drawer, on your bulletin board or another place where you can refer back to it from time to time. Don't forget, it is a living document so it may change over time.

Final question for reflection

Would you say your mission statement has changed dramatically since you started your career in education? If so, how?