



HOW TO CREATE YOUR PERSONAL MISSION STATEMENT

(Ref. Page 58 of the Book)



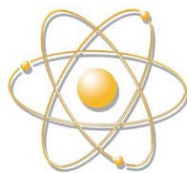
BY FRANCINE BELEYI, DIGITAL STRATEGIST & AWARD-WINNING AUTHOR



HOW HAVING A CLEAR MISSION STATEMENT WILL HELP YOU?

- You are looking to breakthrough to the next level of your professional or personal life
- You want to package your skills, passion and interests to become a recognized expert in your chosen field
- You want to be paid more, attract high level partners and exciting opportunities doing what you love
- You want to live on your own terms, work from anywhere, with people you love

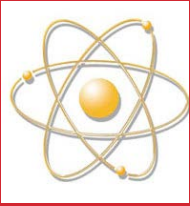
By the end of this short guide you should be able to create a clear mission statement that will serve as your guiding light as you build a personal brand aligned with the life that you want



WHAT IS MY MISSION?

I am on a mission to empower entrepreneurs and aspiring entrepreneurs to be leading voices in their field, make more money and make a difference in the lives of others.





PILLAR #1. KNOW YOURSELF





PILLAR #1. KNOW YOURSELF

- This first pillar ‘**Know Yourself**’ is the foundation to build an Influential Personal brand.
- **Personal Branding** starts with credibility. Defining and communicating who you are with authenticity requires to be crystal clear about **yourself** and your **motivation**.
- This foundation pillar allows you to be who you really are, no more no less, and work from a place of **passion**.
- Passion is key to take yourself to success but is not enough as you will see with the other 6 pillars in the book Personal branding in the digital age
- What is important to you? Why you do what you do?



WHY IS IT IMPORTANT TO KNOW **YOUR MISSION?**

To make sure that in whatever you do, you have a sense of meaning & happiness and ensure your journey through life unfolds with passion.

Bill Gates wanted every household in America to own a computer

Your own mission should inspire you. So, what is your mission in life?



WHAT DO YOU WANT TO **ACHIEVE**? WHO DO YOU WANT TO **BECOME**?

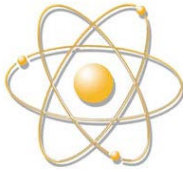
- Which transformation do you want to see in the next 12 months?
- Your frustration number 1 right now?
- What is preventing you to achieve your goals?



PART 1: DESIGN YOUR DESIRED LIFE - BRAINSTORMING

Answer these questions without thinking too much. Write in present tense.

- What do you love to do so much that you'll pay to do it? List 3 of them
- Who are your heroes or role models? List 3 of them
- What do you do naturally without thinking? List anything you can think of
- What was your dream when you were younger? Which goals would you have loved to achieve back then? List 3 of them
- Which goals would you love to achieve today? List 3 of them



PART 2: FIND YOUR MOTIVES

- Take each goal and ask: what do you value about this goal?

(Is it the learning process? The excitement it instigates within you, the joy it brings, it's problem-solving, the beauty it exudes, the caring, the spirituality, feeling great, etc.)

- Describe in a short sentence what your perfect job looks like using these values
- What is the impact of your job on other people? Where?

(Local, national or international impact?)

- What are these people able to achieve because of your work?



PART 3: FIND YOUR VALUES

Identify your current values and take the opportunity to change those that no longer serve your goals and are holding you back.

Finding your top 10 Values

Use the 4Ls to guide you

- Live: security (Physical)
- Love: belonging, social (Social)
- Learn: keep growing, develop (Intellectual)
- Legacy: spirituality, creativity (Self-actualisation)

5 ways you spend most of your time	5 ways you spend most of your money
traveling	Educational materials
learning	Holidays



PART 4: FIND YOUR CONFLICTING VALUES

Identify the conflicting Values that sabotage you

You want to reach certain success but perseverance is not on your value list?

Take your list of goals + your values and fill in this sheet. What is the missing value?

My goals	My values	The missing value
Eg Become a millionaire by 40	Spending money	Saving money



PART 5-1: WRITE THE MISSION STATEMENT

1. 'I am a ...' your ideal profession

Add as many adjectives that make you feel alive.

Eg. 'I am a successful speaker, entrepreneur, investor, etc

Describe in a short sentence what your perfect job looks like.

What is the impact of your job on other people?

What are these people able to do because oh who you have become?

Eg. 'I impact the life of thousands hopeful entrepreneurs who are looking for their next break in life'

Write now



PART 5-2: WRITE THE MISSION STATEMENT

2. To fulfil this mission I have great values:

List 3 of your top values and how you apply them! Make them as lively as possible
(These are the new values you want to live by. Not the ones that are holding you back)

Examples:

I have high standards and value excellence. I refuse to settle for less than the best.

I ask for help when I need it from people who have made it and receive their help with grace

I have fun every day and bring fun to people's life because the only moment I would ever live in, is today

Write now



PART 5-3: WRITE THE MISSION STATEMENT

3. These are my priorities in achieving my mission:

Which roles do you want to play in people's lives? List all of them

Eg. Wife/husband, daughter/son, aunt/uncle, mother/dad, spiritual being, friend...

Important: Make sure all aspects of your life are included by asking these questions:

How does my mission relates to my friends and my family?

How does it relate to my community, my future, my country, etc. in the long run?

Why is this good for me, why does this represent who I care about?

Write now



PART 5-4 : WRITE THE MISSION STATEMENT - PUT IT ALL TOGETHER

1. **'I am a successful speaker, entrepreneur, investor,...** *I impact the life of thousands hopeful entrepreneurs who are looking for their next break in life*

2. To fulfil this mission I have great values:

I have high standards and value excellence. I refuse to settle for less than the best.

I ask for help when I need it from people who have made it and receive their help with grace

I have fun every day and bring fun to people's life

3. These are my priorities in achieving my mission:

I am a spiritual being,

I am a Wife/husband

I am a daughter/son...

I am a friend ...

I am mother/dad...



YOUR TURN: WRITE YOUR PERSONAL MISSION STATEMENT

1. 'I am a

2. To fulfil this mission I have great values:

-
-
-
-

3. These are my priorities in achieving my mission:

I am a ...

I am a ...

I am a ...

I am a ...

Make it visible everywhere so you can see it and keep refining it until it rings totally true to you.



RECORD YOUR MISSION STATEMENT

- Record the mission statement on your phone.
- Listen to it every day when you wake up, and act upon your new found identity.

Are you 100% committed to live your mission statement today?

THIS IS YOUR CHALLENGE

1. Share your mission statement on my Facebook page
facebook.com/personalbrandinginthedigitalage

2. Request a 30-minute free strategic call to go further
nucleusofchange.as.me/Personalbranding



CONNECT WITH ME

Dream.

Act.

MAKE AN IMPACT.

Order a copy of the Book at
Personalbrandinginthedigitalage.com

