



## Write a Mission Statement

Whatever the goal it is important to write a Mission Statement detailing: -

- What you want to happen.
- Why you want it to happen.
- When it will happen.
- How you will know you have met your objective.
- Where it will happen.
- Who can help you reach this.

The statement should be no longer than 100 words; if possible word-processed so that it can be easily altered.

Before you write the statement, try to let your mind run free as to what the goal should be. How will the objective look? Imagine what it will look like to you; how you will feel. At this early stage it is okay to be less specific, you will find as you follow the goal-setting process it will become detailed. I like to compare it to a funnel as only specific ideas will filter through and each day you will make specific adaptations to make it work.

Now, type your responses to the following questions: -

### 1. What is it you want to happen?

Do not type up your first thought; ask yourself is it a realistic objective? For instance, it is not practical to want to lose three stone by tomorrow or plan a wedding in three days. If you are thinking about starting up a business, do some online research to see if there is a market for your idea.

Do not worry if you can't seem to make some exact details at this point, you will find that it will become more detailed as you journey through developing your plan. This part can appear rather overwhelming!

In your Word document state your objective: -

I ..... hope to  
 .....  
 .....

## **This is Your Goal**

### **2. When will it happen?**

To ensure an objective will be met, it is important to consider how long it will take. Don't place the deadline in too short a time period as you must consider that not every plan, however specific it is, will run smoothly. Nevertheless, do not try to give yourself too much time as you may not reach the objective as you could risk putting off the necessary steps to make your plan a reality. If you are unsure if the deadline time isn't right, seek advice from family or friends. In your Word document you should state: -

I intend this to take place in .....  
(*weeks, months or years should be stated here*), which will be the following date  
.....

## **This is Your Goal**

### **3. How will it happen?**

You need to have some thoughts as to how you will reach your objective. In the early stages of goal setting, try to see the final objective, but don't obsess over it. Try to chunk down the objective; ask yourself what you can do *Right Now* to take some direction.

For instance, if you want to seek out a new relationship the first step is to consider if this should be through an online dating website. This can be done Now. And then the steps will unravel for you. If you decide online dating is the right way forward, the second stage would be to look at some websites and see which ones you like. The third would be to get feedback on what you have found out, so talking to family or friends as to which ones you prefer and get their thoughts would be useful. Once a decision has been made on a site register with one of them, which would be step four. Step five would then be to consider a set deadline to review whether the online dating option is working for you.

Using my model above, list 5 initial steps you can make to begin to meet your own objective. Don't forget, step one is the stage you can do Now. The rest will naturally follow through. In your Word document state: -

These are five steps I will take to begin to meet my objective: -

1. ....  
.....  
.....  
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2. ....  
.....  
.....  
.....
3. ....  
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.....  
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4. ....  
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.....  
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5. ....  
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**This is Your Goal**

**4. How will you know that you have reached your goal?**

Here you must consider what will tell you the objective has been met. A clear marker will do several different jobs. Firstly, it will give you something to focus on in your planning. Secondly, through imagining what the objective looks like will keep you on track.

What defines reaching the objective differs from plan to plan. In some instances, it is definitive such as running across the marathon finish line, getting your first novel published or making a certain profit in the first month of a business venture. Others are less clear, such as how do you know you have found love again? What will define a better job for you? What will be the body shape you will be happy with? What does being debt-free mean to you? How do you know you have conquered your new interest? State what will be the marker in your Word document: -

The following marker will tell me I have met my objective:  
.....  
.....

.....

.....

**This is Your Goal**

**5. Where will you reach your goal?**

The location for completing your objective may appear clear such as completing a charity challenge, moving house, getting married, launching your business, completing a degree or saving for a special holiday. Others are less clear such as becoming more confident or less anxious, trying to make a relationship better or addressing a phobia.

Nevertheless, the location of where the goal will be completed is significant. If it is a physical location, ask yourself if it is practical for friends and family to get to? After all, you have imagined, planned and taken the steps to meet the objective, you deserve them to be there to share your accomplishment. Because of this, consider if the location is applicable to the goal? The moment is important for you, so consider where you mark this. Does it have to be where the goal was reached? Consider how you feel about where the location should be. Then, type in your Word document: -

The objective will be completed at  
.....  
..... on  
.....  
.....

**This is Your Goal**

**6. Who will help you reach your goal?**

Choosing people to support you reach your objective is important part of goal setting. You should select people who support your vision; know its importance; who can encourage you to reach your objective, talk about your vaim and help you remain positive. This is particularly important as some goals, such as setting up a business independently or applying and getting a new job are not straight forward objectives to meet.

Other avenues differ from goal-to-goal. For instance, if you are trying to be more positive or less anxious a support group specialising in helping with this would be something important to consider. Setting up a business can be a tough process, therefore, networking with other people would be productive as you may find individuals who could help you.

In your Word document state: -

I know my family and friends will be supportive and the following people  
.....  
.....  
will be part of my inner circle to advice and support when I need it.

Finally, you need to consider one friend who you can trust to help you reach your goal. Once this statement is written, print off this version and put it in an envelope, pass onto this friend and ask it to be posted back to you **a month before your objective deadline**. This will make you accountable for your objective, but it will also be a reminder of what you have achieved. At this stage, try to imagine how you will feel about nearing reaching your goal; what does your Future Self look like and how does this impact your objective? Also, try to congratulate yourself for what you have done so far. This is important, as you are placing the importance of your goal in your subconscious, and every time you read this document it will shift to your conscious, reminding you the Mission Statement is going to arrive and this is marked with praise which you won't want if you have not neared the completion of your objective.

In your Word document you should state: -

I have asked ..... to keep a copy of my  
Mission Statement and post it to me on  
..... to check on my progress and  
remind me why I have chosen to make this happen. Congratulations  
..... (your name goes here) because  
.....  
.....

You're nearly there!

**This is Your Goal**

Your finished Mission Statement should look like this: -

I ..... hope to  
..... I  
intend this to take place in .....  
(weeks, months or years should be stated here), which will be the following date  
.....

These are five steps I will take to begin to meet my objective: -

1. ....  
.....

- .....  
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2. ....  
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3. ....  
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4. ....  
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5. ....  
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The following marker will tell me I have met my objective:  
.....  
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I know my family and friends will be supportive and the following people  
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will be part of my inner circle to advice and support when I need it.

I have asked ..... to keep a copy of my  
Mission Statement and post it to me on  
..... to check on my progress and  
remind me why I have chosen to make this happen. Congratulations  
..... (your name goes here) because  
.....  
.....

You're nearly there!

Signed: .....  
Date:.....

