Chapter Twelve: Create Your Mission Statement

This workbook has focused on various components of the vision-casting process as well as methods that you can use to maintain momentum when putting that vision into practice. Now that a clear vision has been discovered it’s time to review the process and express it in a succinct mission statement.

Mission statements are helpful because they enable you to align everyday choices with the direction you’re actually planning to go. Much like a compass or a measuring ruler, a mission statement acts as a practical guide that keeps you from getting off track and losing focus.

Jesus clearly expressed mission-type statements at various phases of his ministry. Read the following verses and then explain how Jesus’ life fulfilled his mission. Mark 10:45; Luke 19:10; John 9:3-5; John 12:47; John 10:10

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Because Jesus was able to express his mission in very clear terms, he was also able to adequately judge the success of his work when it came to the end of his earthly life. In John 17:4 he stated: “I glorified you on earth by completing the work you gave me to do.” Other biblical characters also expressed clear mission statements. Read the following passages and write down you reflections in the space provided. Acts 26:15-18 (Paul); John 1:22-23 (John the Baptist); Psalm 101 (King David)

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Now that we have explored the concept of mission-statements in relation to biblical examples, let us turn to the process of creating a personal mission statement. You might not have realized it, but if you have completed the exercises in each of the previous chapters of this workbook, you have already completed the first steps for developing a mission statement. Follow along with the steps that are listed below, and take the time to review previous exercises to help refresh your memory.

**Step 1: Develop a personal vision**

Return to chapter 3 and review the big dream that you identified. What verbs did you use to describe your dream? Do you want to teach? Cook? Heal? Write? Sing? Etc. Write your verb or verbs below:

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**Step 2: Discover your core values**

Go back to chapter two and review your core values. What are you most passionate about? What do you want to live for? Write your most important core value below:

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**Step 3: Determine your target audience**

Now, decide what group of people or organization you want to serve. Do you most get excited when you work with young children? Is there an ethnic group that you’re passionate about? Are you working in the medical sector and feel called to impact a particular aspect of healthcare? If you’re not sure, look back on things you have done in the past. What groups of people or organizations really made you feel fulfilled and energized? How have you seen God leading you in your life’s calling? Write your target audience below:

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**Step 4: Write your Mission Statement!**

Now, take the items you wrote down in the last three steps and compile them into one sentence beginning with the phrase: “My mission is to:” (verbs + core value + target audience)

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