

Create Your Personal Mission Statement

A Purpose-Driven Leadership Guide

Who this is for

If you're someone from a new manager to an aspiring leader (or you simply want to lead with more clarity), this guide will help you write a personal mission statement you can actually use – at work, at home, and in the decisions that matter.

A personal mission statement isn't a slogan. It's a **decision filter** – a clear statement that helps you choose what deserves your “yes,” what needs a “no,” and what kind of leader you're becoming.

What you'll walk away with

- A clear definition of a personal mission statement
- A simple, repeatable framework to write yours
- Prompts to help you find the right words
- A fill-in-the-blank template
- A quick “mission check” to keep it real and usable

The Biblical Foundation (Optional Faith-Integrated)

Use these verses as anchors as you write. (If you prefer a traditional version, you may skip this section – everything else still applies.)

- **Ephesians 2:10** — You were created for good works prepared in advance.
- **Proverbs 4:23** — Guard your heart; everything flows from it.
- **Colossians 3:23** — Work wholeheartedly, as for the Lord.

A mission statement is one practical way to guard your heart and stay aligned with the work God is shaping you to do.

Before You Write: 10 Minutes of Clarity

Don't start with wording. Start with clarity.

Step 1: Name your season

Answer in one sentence:

- "Right now, I'm in a season of _____."

Examples: learning to lead people, rebuilding confidence, stepping into a new role, recovering from burnout, proving myself, finding my voice.

Step 2: Choose your "top 3" values

Write 3 values you refuse to compromise.

- Value #1:

- Value #2:

- Value #3:

If you're stuck, pick from: integrity, humility, servant leadership, courage, growth, clarity, excellence, compassion, accountability, faith, wisdom. You can also refer to another free resource on www.leadingwithbill.com called the "Values-Based Leadership Assessment" to support you in identifying your values.

Step 3: Identify your "people"

Who are you called to serve right now?

- My people are:

Examples: new managers, frontline employees, customers, a team in transition, my family, my community.

The M.I.S.S.I.O.N. Framework

Use this framework to build a mission statement that's clear, practical, and aligned.

M — Motive (Why do I lead?)

Your motive is the “why” underneath the job title.

Prompts:

- What burden do I carry?
- What problem do I feel called to help solve?
- What do I want to be true because I showed up?

Write it:

- My motive is:

I — Identity (Who am I becoming?)

This is character. The kind of leader you want to be when pressure hits.

Prompts:

- When people describe me at my best, what do they say?
- What do I want to be known for?
- What's one character trait I'm committed to building?

Write it:

- My leadership identity is:

S — Service (Who am I called to serve?)

Mission is never only about you.

Prompts:

- Who do I naturally coach, develop, protect, or encourage?
- Who do I feel compassion for?
- Who do I want to help win?

Write it:

- I'm called to serve:

S — Strengths (How has God wired me?)

This is where your gifts, abilities, personality, and experiences come into play.

Prompts:

- What do people consistently thank me for?
- What comes naturally to me that's hard for others?
- What hard experience has shaped me for good?

Write it:

- My strengths I lead from are:

I — Impact (What change do I want to create?)

Impact makes your mission measurable.

Prompts:

- What does “better” look like because I lead?
- What outcomes matter most?
- What kind of culture do I want to build?

Write it:

- The impact I want to create is:

O — Operating Values (What will guide my decisions?)

These are your guardrails.

Prompts:

- What will I not compromise – even when it costs me?
- What values must be present for me to say yes?

Write it:

- My operating values are:

N — Next Step (What do I do this week?)

A mission statement is only as powerful as the next decision it shapes.

Prompts:

- What do I need to say no to this week?
- What do I need to start doing consistently?
- What’s one conversation I need to have?

Write it:

- My next step is:

Turn Your Notes Into a Mission Statement

Now we'll turn your answers into one clear statement.

The Simple Formula

“I exist to [SERVE WHO] by [HOW I LEAD / WHAT I DO] so that [IMPACT], guided by [VALUES].”

If you want a faith-forward version, add: **“...for the glory of God.”**

Fill-in-the-blank template

- I exist to _____
- by _____
- so that _____
- guided by _____
- (optional) for the glory of God.

Examples (Use These to Spark Your Own)

Example 1 (New manager)

“I exist to serve my team by leading with clarity, consistency, and care so that people feel supported and performance improves, guided by integrity, humility, and accountability.”

Example 2 (People leader in transition)

“I exist to serve teams in change by communicating honestly, coaching confidently, and making values-based decisions so that trust grows and results follow, guided by servant leadership and courage.”

Example 3 (Faith-forward)

“I exist to develop emerging leaders by serving, coaching, and speaking truth with grace so that people grow into confident, values-driven leaders, guided by integrity and wisdom, for the glory of God.”

The Mission Check (Make Sure It's Usable)

Read your mission statement out loud and ask:

1. **Is it clear?** Would a friend understand it in 10 seconds?
2. **Is it specific?** Does it name who you serve and the impact you want?
3. **Is it values-aligned?** Does it reflect what you refuse to compromise?
4. **Is it realistic for this season?** Not forever – just for now.
5. **Does it guide decisions?** Can it help you choose what to say yes/no to?

If the answer is “no” to any of these, don’t quit – just revise.

How to Use Your Mission Statement (So It Actually Changes Your Life)

1) Put it where you'll see it

- Notes app
- Planner
- Desktop wallpaper
- Inside your journal

2) Use it as a weekly reset (5 minutes)

Once a week, answer:

- "Where did I live this mission well?"
- "Where did I drift?"
- "What's one decision I'll make differently next week?"

3) Use it before big decisions

Ask:

- "Does this opportunity help me serve my people?"
- "Does it align with my values?"
- "Does it move me toward the impact I'm called to create?"

Quick Encouragement

Your mission statement doesn't have to be perfect. It has to be **true**.

Start with a rough draft. You can refine it as you grow.

Completing this Personal Mission Statement puts you ahead of 80% of leaders and managers who learn by trial and error. You've now demonstrated an intentional step to invest in your growth and development.

Ready to accelerate your leadership growth and impact?

Let's discuss how personalized coaching can help you build unshakeable confidence and see real results in your team's performance.

Book a free 15-minute Discovery Call to learn how you can create your personalized leadership acceleration plan.

Leading with purpose,
Bill

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