Find your WHY - Create a personal mission statement

A mission statement is a set of guiding principles of WHY you do what you do…

What are the:

* Reasons…
* Values & beliefs…
* Purpose and meaning
* Motivations

The clearer your vision, the more it resonates with others, drawing in those who share similar goals. When we have clarity around our vision and mission, we naturally become more authentic and deeply connected.

**STEP 1: Mission Statement Mind Map Activity**

Use a mind map to brainstorm:

* What I want to do
* How will I do it
* What I value
* Skill / Expertise I possess
* What impact do I want to make
* Why it matters
* Who I want to impact
* My Ultimate Goal