

FINDING YOUR LIGHT BULB - WORKSHEET 6 - MISSION STATEMENT - WORKSHEET

From the beginning of my 40 year long career, my personal mission seemed clear to me. I was straightforward and simple.

My mission is to *“transform the way kids all over the world see their connection to the natural world.”* This is a good mission statement. It’s clean. It’s straightforward.

It’s not convoluted with a bunch of biz-speak. It’s just right there: a single directive that’s important to me. It’s easy to understand, and it’s real. It’s what I want to do. It gets me excited, like, *“Yeah! That’s cool ... Let’s do it!”*

That’s the fabulous thing about a very focused mission statement that actually means something to you: It will get your creative juices flowing just thinking about it.

For me, this mission statement is expansive.

It makes me think of all sorts of possibilities. It might mean absolutely nothing to you, and that’s cool; we’re all made to be unique, and we all bring different “magic” to the world (*literally and figuratively*).

This just happens to be my goal, and for me, this mission is absolutely fabulous because it gives me the ability and, frankly, the artistic permission, to create tons of interesting stuff that will both *“move the mission”* forward and keep me creatively engaged.

Your mission statement could be I **WANT TO MAKE A MILLION DOLLARS** but that’s pretty shallow, and probably won’t be very fulfilling.

I personally believe that you need a mission statement. Your mission statement should really focus on “the juice”, it should be about the things **ONLY** you can bring to the world. This is **NOT** a goal, it’s **THE DREAM**.

It’s about **THE FEELS**. It’s about a statement that you read and think to yourself... “yeaaaahhh... that’s it”.

Go back to **WORKSHEET 4 - THOUGHT EXPERIMENT - 20 MILLION + 10 YEARS**. Look at your answers. Your mission statement is hidden within those **DREAMS**.

WORKSHEET QUESTION 6-1 - What’s your dream? Write it down.

WORKSHEET QUESTION 6-2 - What's your mission statement? Write it down. Write what you THINK is your mission statement. Don't filter yourself.

NOW... take a day or two off and let your Little Librarian and The Muse take a look around.

WORKSHEET QUESTION 6-3. - Now that you've add time to mull your mission statement over in your brilliant subconscious mind, would you like to change your mission statement? Would you like to blow it up and start over? Do it...

What's your mission statement now? Write (type) it now.

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