



# **JUMP-START YOUR LIFE'S PURPOSE**

**PRESENTED BY YOUR EMPLOYEE ASSISTANCE  
AND WORKLIFE PROGRAMS**

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# OBJECTIVES

- Examine how a personal mission statement can provide direction and clarity
- Learn the step-by-step process for creating your own mission statement
- Identify the key components that make a mission statement effective
- Explore strategies to maintain motivation and stay on course
- Consider questions that guide purposeful choices when faced with apprehension

# LIVING WITHOUT A MISSION STATEMENT

- Your path in life may feel less clear and more open-ended
- Time and energy are spent on things that may not matter most
- Decision-making may be less consistent
- Setting and upholding healthy boundaries can be challenging
- It can be harder to feel fulfilled, grounded, or confident
- Noticing and acting on meaningful opportunities can become more difficult



# WHAT A MISSION STATEMENT DOES



Serves as your personal “north star” for life decisions



Supports your short- and long-term goals and dreams



Reflects and reinforces your core values



Guides your choices and helps you set priorities



Uncovers your deepest aspirations and desires



Provides a foundation for personal growth and accountability

# GETTING STARTED

**Ask yourself these exploratory questions:**

- ① What makes me truly happy? \_\_\_\_\_  
\_\_\_\_\_
- ② What am I afraid of? \_\_\_\_\_  
\_\_\_\_\_
- ③ What do I stand for and deeply care about? \_\_\_\_\_  
\_\_\_\_\_
- ④ What are my non-negotiables and deal breakers? \_\_\_\_\_  
\_\_\_\_\_
- ⑤ What is my life's purpose? \_\_\_\_\_  
\_\_\_\_\_

# COMPONENTS OF YOUR MISSION STATEMENT

Review each life area below and ask: What role does this play in my ideal life?



Finances

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Education

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Physical  
health

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Employment

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Relationships

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# COMPONENTS OF YOUR MISSION STATEMENT CONT.

Review each life area below and ask: What role does this play in my ideal life?



**Spirituality**

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**Social  
connections**

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**Emotional  
well-being**

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**Creativity**

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**Safety and  
security**

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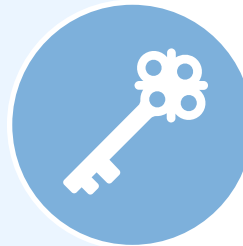
# IDEAS TO GENERATE YOUR MISSION STATEMENT

Keep your statement short, simple, and memorable.

Write it down and revisit it often.



Dream about your ideal self and the life you want to live



Consider the legacy you want to leave behind



Who do you admire and why?



Reflect on your proudest moments and greatest strengths

# FAMOUS EXAMPLES OF PERSONAL MISSION STATEMENTS

## Oprah Winfrey

“I’ve always known that at my core I’m a teacher.”

Oprah.com, 2011

## Malala Yousafzai

“I don’t want to be thought of as the ‘girl who was shot by the Taliban’ but the ‘girl who fought for education.’ This is the cause to which I want to devote my life.”

I Am Malala

## Sir Richard Branson

“To have fun in my journey through life and learn from my mistakes.”

Widely attributed;  
paraphrased

# RESPONDING TO COMMON CHALLENGES

**Lack of clarity**



Return to your core values and revisit your mission statement

**Fear of failure or judgment**



Reframe failure as feedback and part of the process

**Feeling overwhelmed**



Break your mission into small, daily intentional actions

**External pressures from family, peers, or society**



Use your mission as a filter for decisions

**Loss of motivation**



Reconnect with your “why” through reflection or journaling

**Comparing your journey to others’**



Focus on your own progress, not others’ timelines

# STAYING ON TRACK: MOTIVATION AND ACCOUNTABILITY

- Write down your mission statement and post it somewhere visible
- Schedule time to reflect weekly, monthly, or quarterly
- Find a mentor or accountability partner to keep you on track
- Practice self-care, prioritizing physical, mental, and emotional well-being
- Celebrate small wins — progress is still progress
- Inspire yourself through reading, community, or new experiences
- If you get off course, self-correct without self-judgment

# QUESTIONS TO GUIDE PURPOSEFUL CHOICES

**When faced with apprehension, ask:**

- Will this matter in one day, one month, or one year?
- How will I feel if I never try?
- What is the worst that could happen if I fail?
- What is the best that could happen if I succeed?
- Is there a timeline? Is this a now-or-never moment?
- Am I making this decision based on fear or on purpose?

# SUMMARY



- **A personal mission statement gives your life clarity, direction, and purpose**
  - It reflects your core values and guides every major decision you make
  - Start by asking honest, probing questions about what truly matters to you
  - Address all life areas: finances, health, relationships, spirituality, and more
- **Challenges and setbacks are normal**
  - Your mission statement keeps you grounded
  - Revisit and refine your statement regularly as you grow and evolve
- **When faced with apprehension, ask questions that guide purposeful choices**

# RESOURCES

## Books

- Create Your Personal Mission Statement: A Step-by-Step Guide to Clarifying Your Direction and Purpose
  - Debra Elaine Cooper
- Man's Search for Meaning
  - Viktor E. Frankl
- The Purpose Driven Life: What on Earth Am I Here For?
  - Rick Warren

## Apps

- [Reflect Notes](#)
- [Fabulous](#)

## Online Articles

- [The 3 Key Ingredients for Your Personal Mission Statement](#)
- [How to Build Your Personal Mission Statement](#)
- [How to Cultivate a Sense of Purpose](#)

## Podcasts

- [A Bit of Optimism](#)
- [The Life Coach School Podcast](#)

# THANK YOU



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