

Activity: Developing Your Professional Mission Statement

Contemplating and articulating our personal and professional mission can bring awareness to what drives us and allow for intentionality in our life and specifically, in our work. If our sense of purpose is an unconscious motivator of our thoughts, feelings, and behaviors, it can complicate our ability to act competently, with self-awareness. Job satisfaction and compassion resilience are connected to being able to see that we are fulfilling our sense of purpose – our mission.

A good mission statement is clear and focused, has emotional appeal, and is built to last*.

Begin by answering what, why, who, and how

- **What** do you do?
- **Why** do you do it?
- **Who** do you want to help?
- **How** will you get your desired result?



My mission statement

Tips for your mission statement: use empowering and positive language. The goal is when you see your mission statement it renews your energy and sense of purpose in your work.

After you have written your mission statement, it takes intentionality to have this statement influence your daily work. Therefore, it may be helpful to select an object that you can associate with your mission statement. This could be simply your mission statement written out and placed on the wall, it could be a picture, a small desk figurine or toy-get creative! Make it personal and connect it to your mission statement. Then when you see that object, quote, or statement you will be reminded of why you are doing what you do and why it is worth it to continue.

*Adapted from [5 Elements of a Power Company Mission Statement](#)