

UNEXPECTED & POWERFUL · PERSONAL FOUNDATION

# Personal Mission Statement Builder

One sentence that tells the world why you do this work

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A personal mission statement is not a bio. It's not a job description. It's the sentence you read when you're tired, when a bill fails, when it feels pointless. It reminds you why you're in the room.

## BUILD IT COMPONENT BY COMPONENT

**I do this work because (your values and motivation)**

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**I serve (who — be specific)**

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**By doing (what — your specific contribution)**

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**So that (the ultimate outcome you're working toward)**

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## DRAFT YOUR STATEMENT

Combine your answers into one sentence. It should be short enough to memorize and honest enough to mean something.

**Draft 1**

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**Draft 2 (cut it by half)**

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**Final Version (the one you'll memorize)**

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*Test: Can you say this without reading it? Does it still feel true when you're having a hard week? Does it say something only you could say — not something anyone doing this work would say? If you can answer yes to all three, you're done.*

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