

## Your Mission And Vision

Simon Sinek says “People don’t buy what you do - they buy why you do it”.

So *why* do you do what you do? *Why* does it matter? *Why* not do something else? *Why* not do it for a different group of people? *Why* not solve a different problem?

Two laws of the inspiring leader are:

**They Have A Mission** - The inspiring leader is on a mission to eradicate something or empower a group of people.

**They Have A Vision** - The inspiring leader thinks the world will be a better place when the problem they solve doesn’t exist

Having a mission and vision doesn’t just give you extra motivation and courage because you are doing work that matters to you. It also gives your audience a reason to believe in you, follow you and root for you and what you are trying to do in the world.

Let’s start by looking at your mission...

### Your Mission

Brene Brown’s mission is to eradicate false beliefs around vulnerability.

Philip Mckernan’s mission is to eradicate loneliness through coaching others to share their insecurities and failings.

My mission is to empower big hearted entrepreneurs looking to positively impact struggling individuals around the world.

David’s mission is to empower coaches around the world so they can change peoples lives forever with simple conversations.

Your mission matters. If not to you, it definitely does to your tribe. Why?

*Because they want to know that what you do actually matters to you and you’re not just another internet “expert” trying to make a quick buck.*

### The Heroes Journey

Joseph Campbell, an American professor of Literature, studied stories and myths going back thousands of years and found something remarkable - many

of them followed a very specific structure. A structure he came to call “The Heroes Journey”.

Campbell was a student of Carl Jung, the father of much of today's psychological theories, and believed that the spread of this story structure was down to its ability to resonate with its audience so deeply because it spoke to unmet needs and dreams, as well as worries and fears.

The basic blueprint for a Heroes Journey is this:

### **1. Ordinary World**

The Hero is living his or her life and everything is pretty normal.

### **2. Encounters A Problem**

The “inciting incident” happens and all of a sudden normality goes out the window. The Hero has an obstacle arise that wasn't there before.

### **3. Things Get Really Bad**

Things go from bad to worse and the hero, who hasn't yet truly faced the problem, hits rock bottom in some way.

### **4. Decides To Solve The Problem No Matter What**

The hero decides that they will not let the problem beat them. They will face it head on, find an inner strength they haven't found before, and figure out how to solve the obstacle that is causing them or someone they care for pain.

### **5. Early Attempts Fail**

Their initial attempts at solving the problem fail, often miserably and painfully. The hero loses hope. They consider giving up. But they stay the course and eventually...

### **6. Has A Breakthrough**

The hero “slays their dragon” and proves to themselves, and often others, they were more powerful than they thought. They overcome the obstacle.

### **7. Current World**

The new and improved hero now lives in a world different to the world he or she lived in before. They have won the battle and become a higher version of

themselves compared to before the obstacle existed. The heroes transformation provides *hope* to others who are on their own personal journeys.

Now - how can you use the Hero's Journey to uncover your mission?

You need to map out your own journey based on the problem you overcame in your life that you are now helping others to overcome (and if you don't yet know what that problem is use the story structure above, looking at your past experiences that match it, in order to uncover it).

If you haven't overcome the problem but want to help others overcome it, you need to look at why that problem matters to you and you will be the catalyst that provides others with the "Has A Breakthrough" part of their own heroes journey story.

Next ask yourself these two powerful questions...

1. What makes you feel like crying, or actually cry, when you think of people struggling with the problem you overcame? Brainstorm around this. This can help you to uncover the mission around why *eradicating* the problem matters.
2. What excites you about helping others to overcome this problem? This can help you to uncover why *empowering* others to overcome this problem matters.

### Your Mission Statement

Once you have done your brainstorming take what you uncovered that really hit you on a gut and soul level and start playing around with the statements below:

I'm on a mission to eradicate\_\_\_\_\_because I believe\_\_\_\_\_.

I'm on a mission to empowers others so they can\_\_\_\_\_because I believe\_\_\_\_\_.

Examples:

I'm on a mission to eradicate anxiety because I believe that no one should have to be a prisoner to their own brain.

I'm on a mission to empower coaches around the world because I believe they are one of the biggest leverage points for creating change in individuals globally.

I suggest you play around with this brainstorming session and have fun with it, coming back to it every couple of days over the course of a week or so (the sub conscious is an amazing thing and will be ticking away in the background thinking about it).

Your goal here is to find a mission statement that inspires YOU. When you say it, you *feel* it. It makes you feel a little excited, and maybe a little nervous. If you say it and think "I don't really care about this" - solve a problem you do care about or you will lack motivation and drive and your business ceiling will be very low.

### Your Vision Statement

**They Have A Vision** - The inspiring leader thinks the world will be a better place when the problem they solve doesn't exist

I advise, before you answer this question below, you go and watch Martin Luther Kings "I Have A Dream Speech" on Youtube. Listen to how he is passionately communicating his vision for the world. It's awe inspiring.

Now, I'm not saying you need to have such a big vision. But you do need to have a vision as an inspiring leader. Your vision is another reason why what you do matters. It's the ultimate end goal. It is likely unattainable, but just kickstarting things toward this vision could change millions, tens of millions or even the world up ahead. So, yes, your mission matters. And your vision matters too.

Here's the vision statement question:

1. If you could wave a magic wand and all of a sudden the problem you solve didn't exist any more in the world, or everyone was empowered in the way you empower people, what the world be like?

Answer that question and then use it to fill in the vision statement below:

I think the world would be a much better place if \_\_\_\_\_ because \_\_\_\_\_.

Examples:

I think the world would be a much better place if emotional eating was no longer a challenge that people faced because there would be so much less pain and anguish around food.

I think the world would be a much better place if stress no longer existed because it would stop so many families experiencing heartbreak due to early stress related deaths.

Use this document to generate your own powerful mission and vision statements for your marketplace. This will start to shift the way you, and others, see your business because it will give it purpose and a reason why it exists beyond money.