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## Focus On Your Mission!

By Jonathan R Taylor

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...not just your goals. One of the tough challenges I see with many people is staying focused on goals. It's very easy to get sidetracked in our day and age. Concentrating on priorities becomes more difficult as we are deluged with all sorts of distractions. Today, we have more cable channels, talk shows, books, magazines, and newspapers than ever before – and this doesn't include the internet. We have more leisure time and expendable income than any other time in history and we have more activities to choose from.

All these things can be a benefit in their own time but they can also sway us from our true priorities in life. People who change direction with every new opportunity or idea that comes their way must ask themselves how committed they were to those original long term goals. Accomplishing goals in life requires focused commitment. A person will never succeed at anything if they continually move from one thing to another. The key to staying on track is first making sure you have a mission statement before you begin setting goals for yourself. If your foundation is unstable, it will be hard to finish the project. Dr. Stephen Covey says, "In order to deal with change in this day and age, we must first know what is changeless about ourselves." Once we discover our true calling and write a mission statement that supports it, then it becomes harder for us to be shaken off course, despite distractions that surround us.

Once our mission statement is in place, we can then focus like a laser beam on the task ahead. If we go out on a bright, sunny day and hold a magnifying glass over a stack of newspapers, it will never start a fire – if we're moving the glass around. But what happens when we hold the glass in one place? The beam is concentrated on that one spot and eventually – voila!

Jonathan R. Taylor, specializes in helping people in every stage of their lives to find more meaning and purpose in their work. He believes that to find that purpose and meaning, a person's interests, skills, passions, and goals must integrate seamlessly with their work. To get more great advice, subscribe to Jonathan's newsletter at [www.careercalling.com](http://www.careercalling.com)!

## **How To Create A Mission Statement**

**By Denise O'Berry**

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Creating a mission statement can help you focus your business effort and do a lot of good in bringing your workforce together behind a common theme. The key to success is not just creating a mission statement, it's living the mission statement.

A mission statement identifies the major purpose that you fulfill in providing products and services to customers. Your mission statement should: Include the reason for your business Identify your firm's unique 'value added' Reflect your firm's core business activity Provide a focus Identify the purpose you fulfill

**Step One** — Develop your mission statement by identifying: Stakeholder(s) Products and Services Unique Value Added

**Stakeholders** – Those people who are directly affected by the company's successes and failures. Stakeholders could be employees, internal customers, organizational customers, external customers.

**Products and Services** – Items that you produce for your customers. Products and services might include consulting, training, products or services for individual use, products or services for business use.

**Value Added** – The key advantage you provide over the competition. Why would a customer come to your company for service? What makes your company special?

**Step Two** — Construct A First Draft

The [your company name] meets the [your products and services] needs of [stakeholders] by [value added].

**Step Three** — Refine the Mission Statement

Is it too wordy? Is it brief and to the point? Will employees remember it? Would it make sense to your stakeholders? Is it a true mission statement and not a goal? Does it inspire your organization? Does it describe your business focus and effort? Is it unique?

## Focus On Your Mission!

### Step Four — Make It Visible

Post the mission statement for easy review by all employees and customers.

Step Five — Live it! This step will be easy if you've involved your entire group in the process.

Small business expert Denise O'Berry helps business owners take action to grow their business. Find out more at

How To Create A Mission Statement

Living Your Life Mission

TEAM MISSION STATEMENTS

Mission Position

Writing Your Personal Vision/Mission Statement

How to Gain and Retain More Customers

How To Improve Blood Circulation

ScrollPops

Mind Power Creative Thinking

Inside The Minds of Winners

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