

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Mission Position

By Anita Paul

Mission Position by Anita Paul

Ahh, the mission statement. For some companies it simply describes their purpose for existing. For others it permeates the overall culture of the company. Some see its value, while others neglect to give it even a passing thought.

Whatever your position on having a corporate mission statement, you should know that your image is tied to your mission. And companies that don't have a clearly defined image usually don't have a mission statement. All success-bound companies need one, if for no other purpose than to stay focused on your core competencies, the very reason you're in business in the first place.

Your mission statement is a one-sentence description of why your business exists. What do you do? What product or service do you provide? To whom do you provide this service?

When developing your mission statement, be sure to avoid business-babble and industry-speak. This definitive statement of your business' existence should be easy to remember and to relay to your audiences, and it should be simple enough for the average customer to understand it.

Take a tip from these top companies:

Microsoft Corporation: To enable people and businesses throughout the world to realize their full potential.

Motorola, Inc.: Motorola, Inc. is a global leader in wireless, broadband and automotive communications technologies and embedded electronics products.

Netflix: Our appeal and success are built on providing the most expansive selection of DVDs; an easy way to choose movies; and fast, free delivery.

SIRIUS Satellite Radio: SIRIUS is changing the way America listens to music, sports, news, and entertainment.

Mission Position

Not only do corporations and small businesses need a mission statement to guide their operations, but so do not-for-profit organizations. See how these familiar agencies describe their purpose:

The American Heart Association: To reduce disability and death from cardiovascular diseases and stroke.

Volunteers of America: Volunteers of America is a national, nonprofit, spiritually based organization providing local human service programs and opportunities for individual and community involvement.

National Urban League: The Urban League is the nation's oldest and largest community-based movement empowering African Americans to enter the economic and social mainstream.

Notice the mention of the product or service provided and to whom it is provided. These companies and organizations know the value of a mission statement and how to communicate it. So put your mission statement to paper, communicate it often and review it regularly to ensure that it expresses the growth of your company.

Living Your Life Mission

By Rinatta Paries

Living Your Life Mission by Rinatta Paries

In last week's article (http://www.whatittakes.com/Archive/Newsletter30to39/newsletter__36.shtml), I asserted that defining and living your life mission can in fact make it easier to attract your ideal relationship. That's because simply living your life mission automatically attracts your ideal partner.

Sounds simple, right? Well it is and it isn't. It's simple because people who are compatible with you will be drawn to you. But living your life mission is not always effortless.

I believe to live your life mission you need to consistently take three specific steps. These are:

1. Trust and believe in yourself above all else.

Trust that what you have deemed as your life mission is exactly that. Trust this even when others tell you it's not so. Trust when people who are incompatible start to move away. Hold onto your life mission during difficult times and decisions. Use it as a guiding light when you are lost. Believe in yourself.

2. Reorient your life around your life mission.

Does your job reflect your life mission? Does your community? Your hobbies? Your conduct? If not, start making small, incremental changes oriented around your life mission. Small changes are easier to integrate over time and will make the most difference.

3. Use your life mission to discern correct choices in all circumstances.

When choices come up about your career, lifestyle, relationships and conduct, measure them against

Mission Position

your life mission rather than against what you want in the moment, or what you feel obligated to do. Always ask yourself, "Will this choice support what I am up to in my life?" If the answer is no, make another choice. If the answer is yes, go for it!

Living a life truly oriented around your life mission will give you a fulfilling life, one that you love. And, when you live such a life, you become very attractive to your ideal partner!

Your Relationship Coach,
Rinatta Paries
<http://www.WhatItTakes.com>

(c) Rinatta Paries, 1998–2002. Do you know how to attract your ideal mate? Do you know how to build a fulfilling relationship, or how to reinvent yours to meet your needs? Relationship Coach Rinatta Paries can teach you the skills and techniques to attract and sustain long-term, healthy partnerships. Visit www.WhatItTakes.com where you'll find quizzes, classes, advice and a free weekly ezine. Become a "true love magnet(tm)!"

With nearly a decade of relationship coaching experience, Master Certified Coach Rinatta Paries works with singles to help them attract their ideal relationship, and helps couples create more love and

fulfillment in their existing relationships. Visit her web site at www.WhatItTakes.com or e-mail her at coach@WhatItTakes.com.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!