

Chapter Mission Statement ★

A mission statement is “a personal credo or motto that states what our life is about” (Covey, *The Seven Habits of Highly Effective Teens*, p. 81). It is like a map that helps us navigate the crossroads of our life or a filter to help us sort through life choices. Why is that important? It opens our eyes to what is important to us and helps us make decisions accordingly.

A mission statement establishes what is important to each of us. It allows us to connect with our own unique purpose. It allows us to put into words what we are all about and what success looks like to us.

**This activity could be completed as a large group using flip charts.

STEP 1: IDENTIFY CORE CHAPTER VALUES

Let's get clear about our values. What matters most to us in life? Brainstorm all the things that matter to our chapter.

Now narrow our list to the FIVE most important values.

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STEP 2: VALUES IN ACTION

Actions speak louder than words! Review our chapter's five values and list at least TWO actions we currently do or want to do to live our chapter values. What does it look like to LIVE our values.

Example: If we value kindness, what does that look like in action. It may be smiling at everyone we see or writing one note of encouragement to someone each week.

STEP 3: IDENTIFY CONTRIBUTIONS

List the ways our chapter can make a difference in our community, school and world.

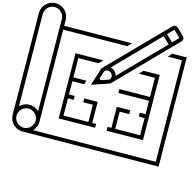
STEP 4: IDENTIFY GOALS

Think about our chapter priorities and goals. Brainstorm what our short-term and long-term goals should be.

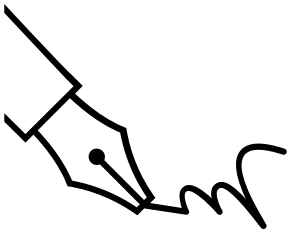
Let's write our chapter mission statement based on what we have learned.

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THINGS TO KEEP IN MIND



- **Keep it simple, brief and clear.** Most effective mission statements tend to be three to five sentences long.
- **Keep it positive.** Focus on what we want to accomplish, achieve and become instead of what we don't want to do or become.
- **Keep it action oriented.** Our mission statement should be applicable every day in our actions and decisions.
- **Keep it real.** Be true to our chapter. Make sure our mission statement accurately reflects our biggest passion and what we truly believe our long-term purpose to be.



MISSION STATEMENT STARTERS

Stuck? Try some of these starters to get you writing.

- To (what we want to achieve/do) so that (why it's important), we will (specific behaviors, attitudes and actions).
- To live each day (list value) so that (what living by these values will give us). We will (specific behaviors, attitudes and actions).
- To be known as a chapter that (qualities/values we have or want to have). We will (specific behaviors, attitudes and actions).
- To use our (skills or expertise) to inspire/lead (group of people) so that (ultimate goal).
- To develop and cultivate the qualities of (two or three values or character traits) that we admire in (an influential person in our lives) so that (why we want to develop these qualities).
- To appreciate and enjoy (things we want to appreciate and enjoy more) by (what we can do to appreciate/enjoy these things).