



High School

Name: _____

Date: _____

Begin with the End in Mind

Directions: Using the steps below, create your own personal mission statement. Use the examples provided for reference.

Step 1: Where do you see yourself in 20 years?

Step 2: What values are most important to you? Circle all that apply.

Accountability	Determined	Kindness
Achievement	Disciplined	Love
Adventure	Diversity	Loyalty
Ambition	Enthusiastic	Open-mindedness
Assertive	Entrepreneurial	Optimistic
Beauty	Fair	Perseverance
Caring	Family	Positive
Charity	Fitness	Popularity
Cheerful	Forgiveness	Self-control
Citizenship	Friendship	Spiritual
Collaborative	Fun	Successful
Community	Generous	Teamwork
Compassion	Honest	Thoughtful
Competitive	Humility	Truthful
Courage	Humorous	Reliable
Courteous	Independent	Resilience
Curiosity	Integrity	Respectful
Dependable	Intelligens	Social Justice



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Step 3: Identify your goals:

What you want to achieve	Why you want to achieve it	How you will achieve it
To:	So that:	I will do this by:

Step 4: Identify your values:

Identify 1-3 core values	Why they're important	How you will live by the values
I value:	Because:	I will:

Step 5: Combine statements from Steps 3 and 4 into one mission statement. Use the samples below for inspiration.

Sample Mission Statements

- **Beats:** Our mission is to provide a superior end-to-end music experience so fans feel the emotion and hear the music the way artists intended it to sound. (beatsbydre.com/company/aboutus)
- **Google:** Our mission is to organize the world's information and make it universally accessible and useful. (about.google/)
- **Nike:** Bring inspirations and innovation to every athlete in the world. (about.nike.com/)
- **Patagonia:** We're in business to save our home planet.



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(patagonia.com.au/pages/our-mission)

- **Walt Disney:** The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company. (thewaltdisneycompany.com)
- **Zoom:** Make communications frictionless.
(explore.zoom.us/docs/doc/Zoom_Platform_and_Company.pdf)