



## Footprint #1 – Mission Statement

You can have a mission statement for your life as a whole or you can break your mission statement into different missions that you have in life in all areas of your life. There is no right or wrong way to write a mission statement. Simply allow yourself to state your life's purpose at state it with passion and excitement.

It helps to write out your mission statement as if you have already achieved this purpose in your life. Here is an example of a mission statement that I wrote in the past when I was setting out to achieve a fat loss goal:

### **Scott Tousignant's mission statement to achieve Unstoppable Fat Loss is...**

*Today is October 15th and I am totally fired up to share the exciting news that I have melted 2% body fat from my physique! The hard work and dedication to living an unstoppable lifestyle in optimum health has paid off big time.*

*These past 21 days have brought me much closer to my long term goal of achieving 4% body fat by January 8th 2009 when I will be enjoying a Caribbean Cruise with Angie and many of my Unstoppable Fat Loss friends.*

*It has been the constant reminder of my **ultimate goal or destiny** of reversing the obesity trend that has inspired me to take action each and every day. I want to leave a legacy of helping millions of people transform their body and live in optimal health. Being a positive role model is the best tool in helping me fulfill my life's purpose.*

*Today, my pants are much looser and Angie has been taking notice of the **new definition in my abs**. I suspect that this could be part of the reason for the new spark in our relationship. I feel sexy and Angie lets me know I'm sexy too.*

*My kids Shayne and Noelle keep flexing their muscles and have been grabbing for more fruit and veggies since they have been seeing me eating them constantly throughout the day. They love the fact that their mom and dad run around the yard and play games with them all the time.*

*It's been the **small improvements each and every day** that have made the difference. I haven't been striving for perfection. I have just been aiming to become better today than I was yesterday.*

*I'm loving life, I love my family, I love my friends, and I love myself. What more could I ask for?*

As you can see from the mission statement that I wrote, I put a lot of purpose and passion into it. I made note of how achieving this mission was going to impact all areas of my life.

Take the time to craft your mission statement. Give it thought and fill it with emotion. Announce your mission statement to the Members of Action Inner Circle and feel free to ask for help in achieving your mission. We're here to hold you accountable to achieving your goals and helping you any way that we can.

## Quotes From Our Experts

**Jon Benson** – A mission statement is like painting a target on the very things in life that you want. You can see it clearly, you know that you're going to hit the bull's eye, you know exactly where it is, and you know exactly where to aim.

Without a mission statement, without something to look at on a daily basis, you don't see that target as clearly, and your aim isn't nearly as good

**Nicola Cairncross** – It's a yard stick by which you measure your daily activities, to see if the daily actions that you are taking in living your life fits with your purpose and mission

**Sharon Worsley** – It helps us get in touch with who we are as a person, what we believe is our role here on earth, what we have to contribute, what our strengths are, and also where we want to get to, what it is we want to create in the world.

**Josh Pellicer** – You have to realize what the ultimate goal is. Is it money? No it's not. Is it relationships? No. Is it love? No. The ultimate goal always is happiness.

**Amanda Steadman** – It's about staying focused and letting people know what you are about. It gives you clarity on what you want to achieve and it also gives other people a good indication of what you are about and whether they want to work with you.

**Matt Mazur** – What's the bigger picture. What do you want to accomplish in the next 15 to 20 years.

**Sharon Worsley** – Mission statements can be ever evolving. It's not set in stone. Companies don't go back to see if they need to change their mission statement, but they should. Think about it often, continue to make it grow and adapt to where we are at.

**Dr. Letitia Wright** – Have a mission statement for business and family. Revisiting the family's mission statement.

**Tom Beal** – If you are just aimlessly floating through life who knows if you are going to reach the proper destination. You need to be very clear on where it is that you desire to end up in this journey. A mission statement will keep you in check even during the fluctuations.

**Donna Fox** – What’s important is knowing who you are and having a good understanding of who you are and where you want to go. And then continually asking yourself “Is this in alignment with me and does this move me toward my goals?” This doesn’t have to be hard and take a lot of time. Have an understanding of self and that keeps you strong, keeps you going, and keeps you on the right path.

**Deborah Cole Micek** – As long as you know that it can be changed, and it’s flexible, as long as you realize it’s the story of your life, its an ebb and flow and that it might be a mission for you in that chapter of your life. So if you think of your life as a book, and you have however many chapters of the decades of your life, in one decade of your life there may be a chapter for a mission to do xy and z, and in the next decade there may be a different mission. Thinking of your mission statement as a story allows you the freedom to change it.

**Mike Filsaime** – It explains why it is that you do what you do. It has no boundaries in terms of time.

**Josh Pellicer** – Write it down and figure out why you are alive.

**Robin Collins** – Where you want to be, how you want people to perceive you. If you don’t outline what you are trying to accomplish or the feeling of what you are trying to accomplish, you are never really going to hit on the mark, because if you don’t understand it enough to put it in words. How is somebody that you are trying to share it with going to understand it?

**Jane Lewis** – Having a vision is important, having dreams and allowing yourself to have dreams, “This is my hearts desire,” is important. You are most motivated when you have something to move towards.

**Tracy Repchuk** – You need your ultimate purpose in life.

**Benjamin Klein** – Mission statement is clarity and speaks to your core values as a person and as someone who is trying to make things better in your life and in others lives. The importance boils down to what it is that you want to accomplish.

**Wendy Joy Hart** – Most people never get to a mission statement and then sadly many people get to the end of their lives and they have lots of regrets about things they didn’t do. And yet if they had taken the time early on to craft a mission statement, what your intention is, what is your intended target, where would you like to go... then you stand a much greater chance of making the contribution that you would like to make and not being one of those people that has regrets later on.

# Share Your Comments

We would love to hear your feedback on Footprint #1 – Mission Statement from The Change Series.

Please take a moment to share your thoughts and opinions on the subject by visiting this blog post: [Mission Statement](#)

We look forward to reading your comments.

If you are not already a full fledged Change Series Member of Action, you can **Upgrade to the COMPLETE [Change Series Program](#) today and receive...**

✓ **10 Video Series Outlining the 10 Footprints To Your Dream Life**

These information packed videos will provide you with a map for success in all areas of your life. They feature 25 experts from various professions, backgrounds, and nationalities.

✓ **The Change Series Workbooks (In pdf format)**

The Change Series Workbooks contain the key points, empowering quotes, and the recommended take action strategies from each module.

✓ **Access To Future Updates and Deleted Scenes.**

We have a library of over 27 hours of footage that was filmed during the recording of The Change Series. That leaves over 24 hours of deleted scenes footage that we will gradually be adding to the program. You have full lifetime access to these deleted scenes and more.