

Creating a New Mission Statement

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The New York Times:

Forget the New Year's resolution. This year, try creating a personal mission statement instead.

While it is common for businesses to define goals and values with mission statements, most people never take the time to identify their individual senses of purpose. Most focus on single acts of self-improvement — exercising more, eating more healthfully, spending more time with family — rather than examining the underlying reasons for the behavior, says Jack Groppe, co-founder of the Johnson & Johnson Human Performance Institute, an Orlando-based coaching firm.

“A resolution is a well-intended action plan, but because a person hasn't really connected to the ‘why’ behind it, the old way of life, the chaos, comes back into play and they can't really sustain it,” says Dr. Groppe, who created the “Corporate Athlete,” program that uses the training concepts of elite athletes to improve personal and business performance.

By creating a mission statement people can begin to identify the underlying causes of behaviors, as well as what truly motivates them to make changes. “A mission statement becomes the North Star for people,” says Dr. Groppe. “It becomes how you make decisions, how you lead, and how you create boundaries.”

Read the whole story: [*The New York Times*](#)