

Find Your Why: Meaningful Work, Meaningful Life
Presenter: William (“Bill”) Johnson
2021 NACADA National Conference
Session #149

Mission Statement Worksheet

Action Verb	With Whom
Problem/Issue	End Result

Mission Statement Template

“I am here to _____ (action verb: a verb describing what you do, i.e. help, serve, motivate, encourage, save, rescue, support) _____ (with whom: groups – people, children, students, animals, nature, etc. – who you help) deal with _____ (problem/issue: the problem/issue that they have or have to deal with – their challenge) so that _____ (end result: the benefit you provide – this happens, changes, improves, and/or impacts how others think, feel, do, act, and/or believe).”

Your Mission Statement

Vision for Service Statement Template

In ten years, I will be working as a _____ (your specific role) in/at/through _____ (a specific place), helping/serving/providing _____ (specific group you'll be helping) with _____ (what you'll be doing) so that _____ (what they will get from your help).

Your Vision for Service Statement

Life's Work Endeavors

Educational

Experiential

Employable

Entrepreneurial

Dream Team

1. _____
2. _____
3. _____
4. _____
5. _____