



Visioning + Planning Course

MODULE 3: DEVELOPING A MISSION STATEMENT WORKSHEET

If you have opened this from the course website, first, save it or print it. Then, answer the questions below. You can either type them in your saved version or write notes on your printed version—whatever works best for you. It is helpful to date the worksheet and keep it for future reference.

Instructions:

For each question, jot down a sentence or two to get started. For now, simply keep track of your initial thoughts and reactions. You can always come back and add more detail as you reflect further on these questions. You will not be asked to share but feel free to do so if it will help you in your process.

What is your mission?

A **mission** is related to a vision, but it's a more concrete purpose that captures your overall intention. A mission *does* something; a vision is more of an ideal. Your strengths will help to inform your **mission**.

What are your strengths?

1) What makes you stand out? What makes you an asset as a friend, colleague, or worker?

2) What motivates you to stretch your abilities and become a more fulfilled version of you?

3) What aspects of a project or task make you eager to get started?

What is your mission statement?

A **mission statement** defines a concrete outcome, describes a relevant target, and specifies what your business does to move towards that outcome.

Use the strengths you identified above and the outcome from module 2's Vision worksheet to answer the following questions.

4) What would someone be able to observe in the world if you achieved your outcome?

5) Who is your target? Who will you help? Who will use what you produce?

6) What will your business produce or do to reach that target and achieve that outcome?

Use the space provided below to write your own mission statement using the example from Live & Learn as a guide:

Example mission statement:

Live & Learn **(verb) conducts applied research and policy projects** with **(target) public health system stakeholders** that have a measurable impact on **(outcome) the mental health of service users, families, and communities** and advance social change globally.

Sometimes it helps to add a second sentence just to be clear.

We **(verb) specialize** in the **(outcome) inclusion of (target) those who have personally struggled with their mental health** in these projects.

Your mission statement:



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MODULE 4: PATHWAYS

If you have opened this from the course website, first, save it or print it. Then, answer the questions below. You can either type them in your saved version or write notes on your printed version—whatever works best for you. It is helpful to date the worksheet and keep it for future reference.

Instructions:

For each question, jot down a sentence or two to get started. For now, simply keep track of your initial thoughts and reactions. You can always come back and add more detail as you reflect further on these questions. You will not be asked to share but feel free to do so if it will help you in your process.

What is your Pathway?

Your **pathway** involves the steps you will be taking to manifest your vision into the world. Planning is for the future but will involve the steps you can do today to take care of yourself and your business. This planning will help you identify the **pathway(s)** best suited to your mission statement. More about planning will be discussed in module 5's worksheet.

Mission Statement:

Here we revisit your mission statement and use it to bridge between your vision and planning to better help you identify your pathways.

Begin by writing your one-sentence mission statement here. You may copy your final statement from your Mission Worksheet or revise it.

Continue onto page 2



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MODULE 4: BARRIERS

If you have opened this from the course website, first, save it or print it. Then, answer the questions below. You can either type them in your saved version or write notes on your printed version—whatever works best for you. It is helpful to date the worksheet and keep it for future reference.

Instructions:

For each list, pick one or two items to get started. There is space to write in your own items or those provided in the extended list on the last page. For now, simply keep track of your initial thoughts and reactions. You can always come back and add more detail as you reflect further on these questions. You will not be asked to share but feel free to do so if it will help you in your process.

What are your Barriers?

The existence of **barriers**, those things that impede or alter your forward progress, is common in all individuals. **Barriers** come in two types; internal and external. Internal **barriers** come from within as emotions and thoughts and are often based on experience or demons you need to brave. External **barriers** come from the outside world and can be either purposefully directed or an unintended consequence of societies current setup. It is important to realize that there might not be a direct solution all **barriers**. Understanding which you might encounter will help you to navigate them if they arise.

Internal Barriers: Feelings and reactions that could get in your way.

Fear of failing	
Fear of going crazy	
Fear of own deficits	
Fear of not being taken seriously	
Fear of difficulty sustaining business	

Perfectionism	
Fear of what others will think or say	
Procrastination	
Fear of putting yourself out there, being visible	
Feelings of unworthiness	
Imposter syndrome	
Doubting ideas as viable	

External Barriers: Resource needs and other outside factors that could get in your way.

Others' perception of you	
Psychiatric history (legal or interpersonal hindrance)	
Discrimination (past/present)	
Criminal record	
Skill Deficits (business, financial, management, networking, etc.)	
Lack of support (family, social, peer, mental health providers)	

Financial (money, inability to establish bank accounts, etc.)	
Being told I am “not well enough” / “not ready” to work	
Lack of resources (reliable transportation, professional attire, needed equipment)	
Other obligations (childcare or eldercare)	
Disability / need for accommodations	
Cultural limitations	

Additional Internal and External Barriers:

Internal	
Feelings of inadequacy because of lack of skills or opportunity	Paralyzed by fear
Hesitation around self-promotion and marketing	Decisional-conflict
Internalized ableism	Had not considered self-employment as option
Worried about making poor business decisions	Feeling that I am “bad with money”
External	
Lack of opportunity (networking, education, mentorship, etc.)	Lack of or barriers to education/training
Lack of credibility	Social capital
Poor credit rating (low FICO, past bankruptcies, etc.)	No way to support self / family while launching business
Chronic health challenges or medication side effects	Lack of legal knowledge about structuring business
Concern about losing government assistance / benefits	

What are your next steps?

What are the specific action steps that you will take in the next month?

These may relate to gathering information, sharing your mission statement with someone you trust, or even going back through the worksheets from this course.

Try to be as detailed as possible. For example?

Vague? I want to learn about who might be my competition.

Specific? I will make a list of 5-10 people who do something similar to what I want to do, including their names and contact information, their business name, a brief description of their business, and the business website or address.

What tasks, or actions, will you take?

	Estimated completion date	Actual completion date