

### **Purpose Statements must be:**

- Simple to understand and memorize
- Expressing your unique spirit
- Inspiring and exciting
- Affording structure with flexibility and focus with change
- Clearly stated and brief - no longer than one page
- Answering the question, “Why do I exist?”
- Practical in application
- By definition - in service to others
- Heartfelt, inspiring and stirring passion

First, you only have **one** purpose. That purpose is supported by many visions. Each vision then gets implemented by several missions. The misconception out there is that the mission statement drives everything else, *No!* Your purpose drives everything. Now, so we can all understand the relationship that each of these have to each other and so we can internalize them, let's reference these concepts to your body.

Purpose resides in the heart. It envelopes love and passion. It is “spiritual electricity.” It is the energy that we need to stay connected to so we can truly enjoy and live a fulfilled life. Vision resides in your mind's eye. It is your dreams and possibilities. “Vision answers the question, where are we going?” It is a future destination in our mind. Mission resides in your hands and feet. Mission is the specific things we need to do on a day to day basis. Mission is our doings in the here and now. A way to think of integrating them all together is to say, “Missions are what we do to fulfill the vision that is anchored in our purpose. Missions are the doing aspects of our lives. Purpose is the being, and visions are the seeing.”

Values are in the gut. When you are not on-purpose, it is that empty feeling inside you. When this happens, some people are susceptible to indulge in external fulfillments like food, alcohol, drugs, work or other excessive behaviors that are destructive. So when you have well-grounded values in alignment with your purpose, vision and mission, you are living on-purpose. Said another way, when you've aligned your heart, head and hands with your values, you are living with integrity.

Don't fret about it. You can have living, inspiring, and meaningful statements of purpose. Learn to dig deeper by getting to the uniqueness of your organization. Answer the key question, “Why are we in this business?” Yes, it is to have a job, a wage, to serve customers, and to make a profit. Nevertheless, it has to be more than that. In the final analysis as managers or owners we have a responsibility to the people around us to create healthy work environments. Places where individual performance and corporate performance are meaningfully linked, aligned, and performed. It's called being an on-purpose business.

## *Purpose Statements Definitions*

**Purpose Statements include statements of purpose, vision, missions and values.**

- **The Statement of Purpose** builds on the past, lives in the present and looks to the future. It captures the heart or spirit of an individual by answering the question, “Why do I exist?”
- **The Vision Statement** looks to the future. It resides in the mind’s eye as a picture and feeling of the dreams that can be. It answers the question, “Where am I headed?”
- **The Mission Statements** are the current actions or tasks at hand and in the near future. They are focused on outward actions, rather than the internal habits. “What do I need to do today to fulfill my purpose and move closer to my vision?”
- **The Values Statements** are learned, internal governors of right and wrong. If violated a gut response is felt.

From your top priorities, develop a purpose for your life. Here is an example of a purpose: *To be a loving, kind, compassionate being, who glorifies the Lord through living a life committed to spiritual, physical, and emotional growth. To help humanity be more conscious of their potential and help them tap into the power they have within.* Your purpose should be completely different than this one, it needs to be from your heart. This purpose statement took me years to develop and refine. Determining your purpose takes a considerable amount of thought. Focus on your priorities and then your purpose will start to flow into your conscious. Developing your true purpose is not an easy task and should be taken very seriously because without a clear purpose your life design will be difficult.

### **Advanced Chiropractics Vision, Mission and purpose:**

#### **Our Vision:**

**To provide a safe, encouraging environment that delivers the highest quality of care possible. An office that honors the magnificence of natural health and healing, with staff and doctors, who are well educated, highly trained, and who display an outstanding level of professionalism and concern for its practice members.**

#### **Our Mission:**

**With God's guidance, we are committed to playing our part in educating the world that true health comes from within so that we will all have a greater faith in ourselves and our body's ability to heal itself.**

#### **Purpose:**

**To encourage our patients to live a life which fulfils their God given potential. A healthy life, a life free from chemical dependency, a life of joy, a life with no physical restrictions and limitations, a life filled with abundant energy, and a life free from the negative implications of subluxations.**