

Drafting Your Vision And Purpose Statement

Uday Arur

Whether one is a business owner or an individual, all of us need a direction in life. Most readers must be saying, let me skip this piece, it is another one of those abstract concepts which we shall keep for a later date. Defining your purpose is the most practical thing in the world; it's the source of ones fulfillment and success. It's what keeps us smiling and what keeps us going no matter how hard things get.

One's vision and purpose is not a thing to be achieved. They are the means to achieving everything else. They are not the destination; they are where one comes from. They are not something to figure out. You already know them. What is your vision and purpose? I promise you, they're in there, but they may not be completely clear to you. And even though they are there, it's as if they are hidden behind seven veils.

You unlock the power of your vision and purpose by *expressing them.* And the easiest, fastest and most effective way to do that is to write them down. As you write or type, it will be as if your vision and purpose flow through your fingers. So don't just discard this, "Sounds kind of weird to me," or even agree with me, "Yeah, that's really true." Actually do it, write down your vision and purpose. There is more than one way to do this. Here are some approaches that have worked for me.

Express your vision and purpose (which, by the way, are essentially the same thing) as those things which you are deeply committed to, such as the contribution you make in the world.

"I am committed to making a lasting difference to my professional field and to the people who work in this field. I bring clarity, insight and expertise that make a lasting difference."

Express your vision and purpose as a statement of your innate talents and abilities.

"I am someone who is a great teacher, mentor and coach. I have the ability to empathize with those I work with and then to provide the guidance, direction and support they need."

Express your vision and purpose as how you see the world being a better place with the contributions you make.

"The world is a better place with me because I am constantly giving. I put my attention and efforts towards helping people be their very best."

OK, hopefully that gives you an idea of what I'm talking about. You'll only really understand however, if you take a few minutes to write down several of these vision/purpose statements yourself and notice what happens. You don't have to force them. They are right there. But once you've written them down, I promise you'll experience a new sense of energy and understanding about who you are, what your life is about and how your business is a vehicle to realize your vision and purpose.

The key to the vision and purpose exercise is to write it down.

- Writing helps you focus and clarify your ideas. If you're just thinking these ideas, they tend to go around and around in your head without resolution. What you think of for hours can often be captured and resolved in minutes.

- Writing gets your ideas organized and prioritized. To be physically organized you have a place for everything and everything in its place. When you write, all your jumbled, messy ideas start to take a form that you can then do something with.
- Writing something down creates space for the next idea. You can only hold so many ideas in your head at the same time. By getting them down on paper, it leaves room for more ideas to flow in.
- Writing increases your ability to verbalize. I've noticed when clients write down a marketing message, an executive summary or an article, they find themselves speaking about these ideas with more clarity and conviction.
- Writing quiets your noisy mind. Ever have trouble going to sleep at night because you kept thinking of all the things you had to do? Then you got up and wrote a list of those things - and you discovered it was really only two or three things? And then you were able to sleep soundly.

So get writing - starting with the vision/purpose exercise.