

September 2007

"You have a
life to live,
Are you living it?

You have a
career to build,
Are you building it?

You have a
calling to answer,
**Are you
answering it?"**

~ *Coach Ladd*

If you are interested in
investigating the
possibility of having your
own personal coach,
please contact me for a
one hour exploratory
session at no charge!
jamesladd@mts.net
or **782-1362**

Next Month's Topic:

Money & Happiness
Financial Equivalents
for life's pains and
pleasures.



Coaching Point: THE VALUE OF A PERSONAL MISSION STATEMENT

I am sure that all of you who work in a corporate environment are familiar with your corporate mission statement? It's the one that typically hangs in the front reception area or perhaps on the wall in the boardroom.

Corporate mission statements are supposed to describe in general terms the reason for an organizations existence. Strategically speaking, the mission statement comes very early in a comprehensive planning process. Everything that takes place from that point on is intended to support the realization of that mission. That includes such things as; Strategic Business Modeling, Performance Auditing, Gap Analysis, Goal Setting, Action Planning, and Contingency Planning just to name a few.

The key of course to the realization of the corporate mission is to stick to the plan or go the distance and too always keep your eye on the ball (mission).

Personal Mission Statement

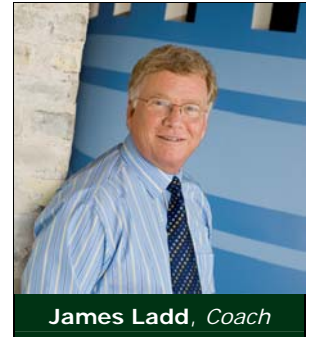
What about you, what is your reason for existence? How many of you, who have dedicated yourselves to the accomplishment of your goals and objectives in support of your corporate mission have ever considered writing a personal mission statement for your life?

Some of the benefits of writing a personal mission include;

- forces you to think deeply about your life, clarify the purpose of it, and identify what is really important to you,
- forces you to clarify and express succinctly your deepest values and aspirations,
- it imprints your values and purposes firmly in your mind so that they become a part of you rather than something you only think about occasionally,
- makes it easier to define your goals and actions that will be required for you to achieve the vision you have for your life,
- it allows you to continually evaluate your values and needs to ensure continued congruence and minimization of need tension.

As your personal coach I put a great deal of value in the preparation of a personal mission and would spend considerable time assisting you in its writing. It represents one of the key steps in a process that leads to a more fulfilling personal and professional life.

~ *James Ladd*



James Ladd, Coach