

# How To Create A *Personal Vision & Mission Statement* with Marnie Swedberg

On a separate sheet of paper, answer these questions:

1. As I go through my life, I think I am most like which of these elements: water, earth, wind or fire? Once you have chosen, write down everything you can think of about that element. [i.e. – water flows, is wet, cleans, etc.]
2. Start working out your USP (Unique Selling Point). What about you, as a woman, is unique? Write down everything you can think of that sets you apart from the other women you know. How can God tell the difference between you and other people: What makes you unique to God?
3. If you do one job, any job, worldwide, what job would you love to do? Why?
4. On the following page is a list of verbs. Read the list through one time. The second time, highlight all of the words that you like – words that feel good to you. The third time, put an “X” beside the words that most describe the person you would like to become in Christ. The final time through, put a square around the three words that will define your vision statement: Where do you see God leading you in the future?
5. What do you stand for? What is your passion? If you could accomplish only one thing in your life, what would it be? Freedom? Motivation? Joy?
6. To who are you called? The world is a big place: God is probably not calling you to serve the blind in India, the homeless in Chicago *and* the unwed mothers in Manhattan. But, He is calling you to serve a particular group of people – possibly in your own neighborhood. When you envision the group(s) of people whom you would most prefer to be involved with on an ongoing basis, who are they? Where do they live? Describe this group.

<http://www.Marnie.com>

Recommended Reading: The Path  
by Laurie Beth Jones (Hyperion Books)  
Copyright 2008 @ Marnie Swedberg

## Statements should be:

- Clear: Exciting, inspiring and motivational
- Short: No more than one sentence.
- Memorized.
- Reviewed often.

---

**A Vision Statement** provides the \_\_\_\_\_:  
It tells us what we hope to accomplish through our speaking ministry. It is a “TO BE” statement.

SAMPLE: Marnie’s Vision: I exist to be an encouragement to women, to provide them with practical help, and to turn their thoughts toward Jesus.

---

**A Mission Statement** provides the \_\_\_\_\_:  
\_\_\_\_\_ : It tells us what we need to do in order to reach that goal. This is a “TO DO” statement.

SAMPLE: Marnie’s Mission: I provide practical, godly encouragement to everyone God brings across my path through the spoken, written or sung word, through acts of kindness and extreme gratitude, and through the aroma of Jesus Christ which He flows through me at all times.

---

## Action Steps: