

TeachPassion *Leadership*

Mission Statement

WORKBOOK



Mission Statement

*The **one job** you are here to do, stated so simply
you could say it at a stoplight.*

MEMORABLE · you can say it without looking

QUOTABLE · it sounds like you, not a brochure

ACTIONABLE · you can hold it up against a decision and get an
answer

Write your three mission statements.

PERSONAL

FAMILY

COMPANY

Mission Statement Exercise

Pick **one (1) scenario** for each persona to review and openly discuss how to make that decision using the **Mission Statement** as your framework.



The Person

- *Name:* Jordan Whitfield
- *Stage of Life:* Late 30s, married, two children (ages 5 and 8)
- *Role:* Sales VP at a regional firm; serves as a deacon at his church

Personal Mission

To lead and equip the next generation by living a faith-shaped life of presence, mentorship, and integrity.

Scenario 1: The Side Hustle That Pays

Jordan is invited into a consulting side gig that pays well but is purely transactional. The income would fund his kids' future education. The work has no mentorship or equipping component. Saying yes funds the mission externally. Saying yes also crowds out the time the mission requires daily.

Scenario 2: The Promotion That Removes You From People

A promotion would move Jordan into a strategy-only role. Less direct coaching, more spreadsheets. The pay and title are real. The "equip" verb in his mission is at risk. Saying yes accelerates his career. Saying no protects the daily contact the mission requires.

Scenario 3: The High-Profile Speaking Invite

Jordan is invited to keynote a national sales conference on technical industry topics, outside his mission area. It would build his platform. The platform could later be used for mission-aligned work, or could become its own thing. The prep would pull from a mentor cohort he is already leading.

Scenario 4: The Quiet Drift

Looking back at the past year, Jordan realizes he cannot name three people he has actively mentored. He has been busy and effective at work. He has not been on mission. He has to decide whether to redesign his calendar, redefine the mission, or accept the gap.

Scenario 5: The Friend Asking for the Wrong Thing

A close friend asks Jordan to take over leading a men's small group for the next six months. It would relieve a real burden for a real friend. It would also pull Jordan away from time with his own kids. That is the "presence" piece of his mission. Saying yes serves a friend. Saying no protects the mission's home base.

Questions for Chosen Scenario

· *What option would you pick if you were Jordan?*

· *What other steps would you take when making this decision?*

· *Does this option move Jordan toward the mission or away from it?*

· *Where is the line between funding the mission and abandoning it?*

· *What is one intentional action Jordan should take next?*



The Family

- *Family:* The Whitlow Family
- *Stage of Life:* Parents in their 40s, three children (ages 6, 11, 14)
- *Status:* Active in church and community; one parent in a demanding career

Family Mission

To build a home that welcomes others, sends our children out blessed, and serves our community as one family on mission.

Scenario 1: The Move That Makes Sense on Paper

A career opportunity offers better schools, more money, and a beautiful house in a new region. It also takes the family away from the church and the neighborhood where their mission has been lived for a decade. The new community has potential but no roots yet. Moving might be wise. Moving might also break the mission's geographic anchor.

Scenario 2: The Elite Travel Team

The 14-year-old gets onto an elite travel sports team. The opportunity is real and the child loves it. The schedule will end Sunday church involvement and the family's weekly hospitality pattern for the next two years. Yes opens doors. Yes also rewrites how the family practices its mission for a season.

Scenario 3: The Generosity Question

A family in their church needs \$15,000 for an unexpected medical bill. The Whitlows could give it, but it means cancelling a family trip planned for two years. The trip has historically been a "send them out blessed" moment for the kids. Generosity is on-mission. So is family.

Scenario 4: The In-Law Who Stays Long

A widowed parent needs to move in. They're loved but have a volatile temperament that affects the home's atmosphere and conflicts with one of the children. Welcoming them lives "welcomes others" directly. It also threatens the daily soil where the rest of the mission grows.

Scenario 5: The Leadership Opportunity

One parent is invited to lead a nonprofit board that aligns with the family mission but requires significant travel for three years. The role amplifies the mission outwardly. It also pulls the parent away from the daily rhythms where the family lives the mission internally.

Questions for Chosen Scenario

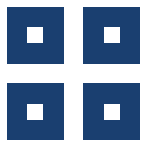
· What option would you pick if you were the Whitlows?

· What other steps would you take when making this decision?

· Which part of the family mission feels most at risk in this decision?

· Are there ways to honor the mission without saying yes or no in extremes?

· What decision best reflects the family's long-term mission, not short-term wins?



The Company

- *Company:* Cornerstone Builders
- *Industry:* Residential construction and renovation
- *Stage:* 80 employees, 25-year history, founder still active, second-generation transition starting

Company Mission

To build and renovate homes that strengthen the families and communities that fill them.

Scenario 1: The Big Commercial Job

Cornerstone is invited to bid on a large commercial office complex. The project would generate two years of stable margin and predictable cash flow. It is profitable, professionally executed work. It also has nothing to do with the homes or families in the mission. Saying yes funds growth. Saying yes also quietly shifts the center of gravity of the business.

Scenario 2: The Star Hire Who Doesn't Believe

A nationally respected project manager is available to hire. He would accelerate growth and bring sophisticated systems. He also rolls his eyes at the "families and communities" framing. He sees it as marketing language and treats the work as a product. He will deliver. He will also subtly shift the culture and the conversation.

Scenario 3: The Cheaper Supplier

A new supplier offers materials at 18% lower cost with comparable specs. Using them would let Cornerstone serve more families at lower prices. The supplier's labor practices, however, conflict with how Cornerstone describes its mission. The savings are real. The compromise is quiet.

Scenario 4: The Client Asking for a Lie

A long-standing client wants Cornerstone to misrepresent a permit timeline to their financing bank. It would close a profitable deal that benefits both parties. Refusing might cost the relationship and the next project. The mission says strengthening, not enabling.

Scenario 5: The Quiet Drift

In the quarterly review, leadership notices that marketing, sales pipeline, new hires, and operations focus are all tilted toward commercial work, not homes. No one decided to move away from the mission. It just happened. Leadership has to decide whether to redirect the company or rewrite the mission.

Questions for Chosen Scenario

· Which part of the mission is most at risk in this decision?

· What would a decision driven by short-term pressure look like versus one driven by the mission?

· What is one step leadership should take before making a final decision?