

# *Ignite* YOUR BRAND

Week 2: Mission, Vision, Values

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*impact*  
ACADEMY



To walk the path of leading a more aligned life, have a great impact and build an authentic brand, it's essential to understand what drives you, as you are the driver of creating this impact in your life and on others. What is your passion, your purpose, your intention and what steers this work? When you know the answer to these questions, you'll live and work with greater ease and joy, and you'll be able to easily communicate your brand to others because it's rooted in the core of who you are, what you believe in, and why your business exists. YOU are the driver of your life & brand:

The lessons in this work book include:

- 1) Your Passion
  - 2) Your Strengths
  - 3) Your Values
  - 4) Guiding Principles
  - 5) Personal Mission Statement
  - 6) Your Company Mission Statement
  - 7) Your Company Vision Statement
- Brand Map: Start to See the Whole Picture

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*Amber*

### Identifying Your Passion

Your most powerful assets in your brand come from within you, your passion. Passion is what fuels your desire for your work. When you are doing work that you are passionate about, it's what keeps you inspired to KEEP GOING, even when the going gets tough. It's what makes you feel alive, ignited, and fulfilled. In this exercise, explore your deepest passions, to see if you are in alignment with doing work that truly is your passion. And if not, answer the questions about what is stopping you from pursuing work that you are passionate about?

If you could do anything for work, all day, what would you choose to do?

What's stopping you from doing more of that/accomplishing that?

When you remove all boundaries, what-ifs, worry and self-judgements, what truths do you know about yourself, from your core?

What would you do for nothing? If you didn't have to worry about money, what would you be doing?

What's something that, when immersed in it, you lose track of time?

What do you do more passionately/genuinely/authentically than anyone else?

What inspired you to start your business? (Not money, look deeper... what's the bigger meaning?)

Strengths are the skillsets or ways of approaching work that seem to come easier, because they are our natural strengths. However, just because you are good at something doesn't mean you need to do that for work. What we're aiming to help you create is the sweet spot that aligns your inner passion, with your strengths.

It's important to understand your strengths so you can learn how to lean into more of that.

What's been a common theme in your life?

What would your colleagues/former colleagues say your strengths are?

What skills come to you naturally? Are you using them to make a living? If no, why not?

What's a problem in the world that you'd love to fix?

What's a moment or accomplishment that made you feel really confident? What were you doing, and what part of it brought you the most joy?

When you reflect on everything you wrote, are you currently doing work and running your business in a way that aligns with your deepest passion, purpose and strengths?

If not, why not?

if so, how so?

What is standing in your way? (this could be a belief that you have)

What are you letting go of and leaving behind in this journey? Write out a list of everything that no longer serves you that you are leaving behind. Commit to that here:

### **Recommended assessments to help you learn your strengths and design:**

- Gallup Strengthsfinder
- DISC assessment
- Human Design report

### **Recommended Reading**

- **The Big Leap by Gay Hendricks**

Now that you've chosen what to lean into and what to leave behind, it's time to identify your guiding principles. Guiding principles are the beliefs that come from within you that steer your decisions often without even being aware of them. However, becoming aware of them is powerful as it allows you to make more empowered and informed choices, deepen into your truth and release feelings of shame, guilt or "feeling bad," about not saying yes to everything. Guiding principles are the beliefs that come from your core, so leading from your guiding principles allows you to lead from a soul centered place.

Here's are examples of my guiding principles or philosophies that steer my work and my companies:

- Every person deserves to feel confident in themselves***
- Shining your light does not dim others***
- Living your truth and authenticity is the key to personal freedom***
- Progress over perfection***

These guiding principles give me and my team a unified set of beliefs to steer the work. See how they serve as a steering compass?

### *Discover your guiding principles*

What are the statements you've always believed or say about how business should be done?

What are statements, philosophies or favorite quotes that you believe people should live by?

Reviewing these answers, what are the 4-6 guiding principles that steer your work?

### What are your core values?

Your core values are the beliefs that shape how you do business. It's your belief as the owner, founder, service provider, or product creator. By establishing values, it guides how you build your business, it guides where you focus your energy, it guides your mission, provides a foundation for team-members to follow as your company grows AND, attracts ideal customers! People connect on common values.

Through Impact Academy, our values are for IMPACT, as supported by the following core values:

- Individualism
- Motivation
- Passion
- Authenticity
- Care & Creativity
- Transformation and Thinking and Acting Strategically

To help you identify your core values as a company, complete these exercises.

**STEP 1:** Write a list of what would never be okay for you to do in business. This list should include 4-8 phrases that you do not want to be as a company and that is something on which you and your company will not compromise. What are things you would NEVER stand for or be ok within your business?

### Gut Reactions

**STEP 2:** Look at your list of the things on which you don't want to compromise, and then write down the opposite of each of those phrases. For example, if you wrote down "lying to a client" as something that's never okay, then you would write down HONESTY as the opposite, and that would be one of your core values. If you wrote down, inflexibility, the opposite would be flexibility, and so on.



### Reveal Your Values

**STEP 3:** Look at the list from Your Gut Reactions and pay attention to the POSITIVE values that you listed (the opposite of the "Uncompromiseables"). Next, look at the What Phrases Speak to You exercise and see what phrases you selected. From those items, write here what your top 4-6 values upon which you are building your company foundation.



## What Phrases Speak to You?

Look at the list of phrases below, and circle the top 5-6 that come to mind that describe your business.

Healthy

Dreamer

Ethical

Fun

Whimsical

Raising the Standards

Community

Love

Global Citizen

Aligned

Prosperity

Rockstar

Nurturing

Vision

Laid Back

Innovative

High Quality

Down to Earth

Intuitive

Freedom

High-End

Wealth

Comfort

Customer-Focused

Mindset

Simplicity

Wellness

Passion

Sexy

Brave

Entertainment

Grateful

Over-Deliver

Family

Centered

Zealous

Teamwork

Spiritual

Natural

Respectful of others

Joy

Wacky

Vibrant

Socially conscious

Goofy

Empowered

Bad Ass

Earthy

### What is a Mission Statement?

You as the leader have your OWN personal mission that can come alive in various forms of business, and this could be different than the business mission.

For example, my personal mission is to guide people who have felt like an "other," "different," or "less than," to feel empowered in being authentically who they are.

My personal mission: **Empower rebel-spirited, heart-centered people to uncover their truth, live authentically and become their best selves.**

I deliver my personal mission through various forms of business:

- through my **band** as a musician where we speak and sing about topics around mental health to help remove the stigma, empowering people to speak and live their truth
- through my **CBD product line** where we strive to help people live healthy, full circle lives, rooted in natural products that come from the earth and help people to be their best
- through **Impact Academy (coaching, speaking, retreats)** where I coach rebel spirited leaders to get visible and own their authenticity as the leader
- through my agency **Strategic Partners (strategy & marketing)** where we help companies connect more authentically with customers

Do you see how you may have a personal mission, and that you can live that personal mission through various forms of business and ways of making money, and how each of those business can also have their own specific mission statement too?

Through years of work I discovered my core purpose and personal mission, and then I went about creating businesses that are in alignment with my core purpose! Now I have created several revenue streams in which I can live that personal mission while making money. As a soulful entrepreneur, it's important to do work that you are driven by at a purpose-driven level. But sometimes soulful entrepreneurs think that means you can't make money doing that mission driven work, or that it's evil to get paid well for it. That's not true. If you are feeling that way, you are not alone, and also know it's likely a limiting belief or money story you're holding onto, and I can coach you through that.

Hopefully now you are seeing how it's possible to have a personal mission, and that that personal mission could take shape in 1 form of business, or, it could evolve into a new business, or several different businesses. Ultimately what matters is that you are in alignment and doing the work that is driven from your soul. That's when you'll feel most fulfilled in your work.

### What is a Vision Statement?

Mission and vision are sometimes thought of as the same thing; however, one is a function of the other. A MISSION is something to be accomplished and the VISION is the plan for how you will accomplish that mission. Think of the mission as both the driving force and the end destination, of something you are constantly achieving, and the vision is where you are HEADED.

### What is a Mission Statement?

A mission statement articulates your company's purpose. What you do, how, for whom, and why it matters. Mission and vision are sometimes thought of as the same thing; however, one is a function of the other. A MISSION is something to be accomplished and the VISION is the plan for how you will accomplish that mission.

A clearly defined mission is important because it provides a purpose for your business and the people doing the work.

### Why Does a Mission Statement Matter?

A mission statement is the foundation for your company and for any marketing that you do. Without a mission statement, you don't know what you are aiming for and why.

### Write Your Mission Statement

**Step 1: To create your mission statement, answer the following four questions:**

1) What do you do?

2) How do you do it?

3) For whom do you do it?

4) What value are we bringing to our prospective clients/why does it matter to clients?

**STEP 2: Now pull your answers above into a complete sentence:**

Think back to last week's visualization exercise and where you see yourself in 5 years...  
now apply that concept to your business. ....

1) What is the vision you hold for your business in 5 years from now?

[Blank pink box for answer]

2) What is your business model?

[Blank pink box for answer]

3) For whom do you do these services?

[Blank pink box for answer]

4) What space in the market do you own? What are you known for?

[Blank pink box for answer]

STEP 2: Now pull these thoughts together into a vision statement about where your company is headed:

[Blank pink box for answer]

My #1 Passion:

Who I Desire to Work With/Serve:

What Drives Me:

My Unique Differentiator:

I Was Born to...

You Are Here

My Values:

The Problem I Help People Solve:

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Why I Care: