

Ignite

YOUR BRAND

LEADERSHIP & BRAND STRATEGY COACHING PROGRAM

MODULE 1 - WEEK 2

Your Impact Mission:
Your Mission, Vision, Values



To walk the path of leading a more aligned life and building an authentic brand, it's essential to understand what drives you. Where do you feel excitement or passion in life or work? What's your purpose and intention, and what steers your work? Often people find greater flow and ease through the hard times in business, when you know what drives you, and when you can elevate your strengths rather than feeling frustration about weakness. The more you learn about why your work matters, the easier it becomes to communicate your brand with others because you'll have a deeper understanding about why your business exists. YOU are the driver of your life and brand. This week we dive deeply into what drives you and how you are uniquely designed.

The lessons this week include:

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

Amber

IDENTIFYING YOUR PASSION

The 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-judgments, what truths do you know about yourself, from your core?

What would you do for free? 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? Or 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 you even being aware of them. However, becoming aware of them is powerful, as it allows you to make more empowered and informed choices 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 are examples of the guiding principles or philosophies that steer my work as well as our team at Soul Seed:

- ***Shining your light does not dim others (lead with strengths)***
- ***Progress over perfection***
- ***Embrace being judgement-free of ourselves & others and instead embrace curiosity***
- ***Living your truth and authenticity is the key to personal freedom***
- ***Trust your intuition***
- ***Soul informs the strategy***

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 informed by the beliefs (guiding principles) that shape how you do business. Beliefs then inform the values, which informs the actions that actually happen. A lot of people think of values as statements like, "teamwork," or "integrity," but just listing a word without a definition for how that looks in practice can be vague and not very useful without context, as different people can have a different definition of what "team work," or any other phrase, means. A great way to start this process is to think about what the **ideal behaviors** are that you want to abide by in your work and then back track from there.

On the next few pages, you'll be guided to further clarify the behaviors that you desire of yourself and others that you work with. This process for defining your values helps you to better direct your work as well as helping any hiring decisions and it helps you to better attract aligned clients who share similar values!

Ultimately values are only as useful as the context or description for what they mean. At Soul Seed we have guiding principles, as well as defined values **and an explanation of what that value looks like in actual practice** as an "expected behavior, below the standard, above, or exceeding." This way we all have a common understanding about what a value means to us in application.

As a visual example, our values for IMPACT are as follows, with the definition of what each means (we drafted these on a team retreat and revisit them annually):

Our values for IMPACT at Soul Seed are informed by the guiding principles on the following page. Our values include:

Intrapreneurship: Growth minded and Innovative in your role within your team

Motivation: Goal oriented self-starter that is regularly motivated to fulfill your tasks and help uplift fellow team members.

Passion: demonstrated by bringing some sparkle to your role; you are interested and engaged in the work you are doing and in the goals of the company. It's demonstrated in how you feel and show up.

Accountability: a willingness to accept responsibility and account for one's actions; we demonstrate accountability externally facing with clients as well by engaging all of our values to hold ourselves accountable for results, while also holding clients accountable for what they are responsible for, in order for the work to be a success.

Caring Communication: demonstrated through flexibility and also in how we communicate internally and externally. Care is demonstrated by displaying kindness and concern for others.

Trust Soul + Think Strategy: trusting intuition while also thinking through your work, seeing the bigger picture for why you are doing what you are doing, considering how different approaches/strategies can improve results for clients. Trusting yourself to speak up when something doesn't feel right or when you see an opportunity that can help the team or client.

Follow this exercise to understand your core behaviors and values.

GUT REACTIONS

STEP 1: Draft out the ideal behaviors that you'd like to see in yourself and any staff/contractors that you work with.



STEP 1 continued....

REVEAL YOUR VALUES

STEP 2: When you look at those ideal behaviors above, what words or phrases come to mind that could sum up that ideal behavior? (skip ahead a page for a list of example phrases to jog your mind)

STEP 3: Write a list of what would never be okay for you to do in business. These are your "anti-behaviors," or "anti-values." They are phrases that you do not want to be as a company and something on which you and your company will not compromise. What are things you would NEVER stand for with your personal behaviors and team behaviors?

STEP 4: When you look at those "anti-behaviors," what OPPOSITE words or phrases come to mind that are the opposite of that? For example, if you wrote down "lying to a client" as something that's never okay, then you could write down HONESTY as the opposite, so on.

STEP 5: What are your takeaways about your top 3-7 core company behaviors and a word that could go with each behavior to represent it as a value?

WHAT PHRASES SPEAK TO YOU?

Look at the list of phrases below, and circle the top 5-6 words that essentially help to capture the ideal behaviors you've described on the pages earlier:

Healthy	Inclusivity	Ethical
Fun	Respect	Raising the Standards
Community	Love	Sustainability
Aligned	Prosperity	Down to Earth
Nurturing	Innovation	High-End
Innovative	High Quality	Customer-Focused
Intuitive	Freedom	Wellness
Wealth	Comfort	Brave
Progressive	Simplicity	Customer centric
Passion	Passion	Boldness
Entertainment	Grateful	Natural
Family	Centered	Goofy
Teamwork	Spiritual	Add your own:
Vibrant	Socially Conscious	Add your own:
Empowered	Badass	Add your own:
Authenticity	Integrity	Add your own:
Accountability	Caring communication	

WHAT IS A MISSION STATEMENT?

As the leader, you have your OWN personal mission that can come alive in various forms of business, and this could be different from 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, rooted in natural products that come from the earth and help people feel 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 (Soul Seed)** 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 businesses 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 soul-purpose 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 personal mission could take shape in one 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:

STEP 1: 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?

2) What is your business model?

3) For whom do you do these services?

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

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

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:

WHY I CARE: