



PURPOSE, VISION, GOALS

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Purpose, Vision, Goals

PURPOSE: “The Why”

Having a written Purpose statement removes the confusion when making life’s tough decisions, especially when dealing with challenges, and keeps you focused on what’s most important in your life.

Connecting with a purpose helps you connect to the higher side of your life.

Purpose and vision statements take time and are rarely written in one sitting. Write it, discuss it, and rewrite it over and over again until it’s in harmony and resonates with your soul.

Start with a journal in a quiet place. The most important thing is to start. You might consider writing a statement for each area of your life, which is important to you. For example: health, your wealth and areas of happiness such as your job, family, community, or perhaps a company you own, etc.

Some of the most powerful purpose and vision statements have evolved over many hours, days and even months. This is something you will want to revisit often and will evolve over time.

Most important: start and connect it to your heart.

My friend and mentor Bob Proctor who owns many companies wrote and shared the following combined vision and purpose statement that he and his business partner spent days writing when they formed LifeSuccess Productions. The vision states what they are doing and the purpose states why.

“We are building a global organization dedicated to improving the quality of life worldwide. We create products and services that profit which are in harmony with the law of compensation. These products and services are created and marketed with like-minded people who share in our purpose: to live and work in a prosperous environment that encourages productivity, so that we may improve the service we render to our family, our company, our community, our nation and ultimately, the world (It is so).” Bob Proctor

VISION: “The What”

Clarity is the most important aspect of vision. The larger and clearer the vision the bigger, better and more effective ideas will flow into your consciousness.

It is the vision in your mind harmonizing with your purpose, which creates inspiration and causes you to stretch. A vision creates order in your mind and that order is then reflected in every aspect of your life.

Vision represents the total journey that you are taking with goals, which are the progressive stepping-stones that help you realize your vision.

**“Vision without action is a day dream.
Action without a vision is a nightmare”
Japanese Proverb**

It is important to remember that all of the knowledge there ever was or ever will be is 100% evenly present in all places at the same time. The information you require to do whatever you choose is already here; however, you must be in harmony with that information. The vision that you hold and impress upon your emotional mind will determine what you are in harmony with...and whatever you are in harmony with, will be magnetized to you.

There are many reasons and numerous benefits for building a vision. The greatest, of course, is the order that a vision establishes in your mind. That order is then reflected in every aspect of your life.

As visual beings it is sometimes helpful to cut out pictures of the life you want to lead. For example, maybe you see yourself attending college and graduating from medical school and starting a medical practice, helping others lead a healthier life. Collect pictures of what the building might look like, what city and state it might be located in with a picture of you wearing physician’s clothing, helping patients. Maybe you have always wanted that dream home, or the dream job with a certain company. Visualization is powerful in helping you create the life you desire.

GOALS: “The How”

Goals are progressive stepping-stones that help you live your vision. They must be in complete harmony with our purpose.

You don't have to know the how to reach your goal, but it is absolutely essential you are able to visualize yourself in possession of your goal. It must fit in your vision and be a stepping-stone in the materialization of your entire vision.

Goals can be scary and exciting at the same time. When the goal and the old conditioning come together it creates the emotion of fear. This is what keeps people stuck in their tracks, producing the same results year after year. You must face fear and look at it and move through it. You will ultimately realize that when you face the thing you fear, fear leaves you.

Think SMART when setting goals:

Specific

Measurable

Action Oriented

Realistic

Time Sensitive

Your goals must be in complete harmony with your purpose.

My Goals:

(SMART Goals-specific, measurable, action-oriented, realistic, time sensitive)

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