

VMVP (Vision/Mission/Values/Passion) Guidelines

"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes." – Carl Jung

You deserve success and happiness. Both are often perfectly intertwined. But to achieve success and happiness, you must first truly understand who you want to be and what you want to achieve. How you identify yourself encompasses everything from memories and experiences to relationships and values, and is the strongest influence on our personality, beliefs, and thus, actions. Without dedicated effort to finding clarity about oneself, many are trying to be someone they are not, rather than who they aspire to be. This cognitive dissonance is prevalent around the world, and a lack of personal identity is an epidemic tearing at the fabric of emotional and mental health. VMVP is designed to help address this issue. It provides an important foundation for managing one's emotional well-being and building personal success.

Remember that success is comprehensive to one's entire self, not just financial or career achievements. In the end, you should be proud of the person you have become, and the things you have accomplished.

The attributes that are commonly associated with success include: family, friends, contribution, trust, optimism, integrity, caring, ingenuity, wisdom, understanding, achievement, grit, consistency, and generosity. When looking at these descriptors, you may observe that a spirit of generosity is a component of each.

To maximize the power of your generosity, it's best to align your strategy and acts of generosity with your vision, mission, values, and passion. With a documented VMVP you will be more effective at prioritizing when and where to be generous— both with others and yourself.

Your personal identity, values, and passion properly defined and aligned will inevitably lead to success! This is your starting point. It's time for "you" to define who you aspire to be. If you need a little inspiration, Emily provided her full VMVP as an example below.

Start by briefly articulating your current situation (Note: Don't labor over this; write one paragraph):

- Where you feel you are now in life
- How you are feeling emotionally
- What you like about your current situation
- What you would like to change

Begin your current situation statements with: **At this point in my life...**

Then briefly describe your current life, what is good and what you would like to see improve.

Next, draft your personal VMVP (**Vision/Mission/Values/Passion**). This is one the most critical parts of the process. You will define your identity: who you are, what you believe, initial ideas on steps to becoming who you aspire to be, and what fires you up.

Start writing...

Vision (two to four sentences) – Who you aspire to be / What you want to be known for / How you ultimately want to be perceived in life. Your Vision should be high-level enough that it only changes when you meet major milestones in life. Remember, time and life are relative and tenuous. We all die a little every day, and we don't know when life might end.

Begin your **Vision** with: **To be known as, or to be known for...**

- Then list those things that are most important for you to “become” in your life. Keep this high-level. Focus on who you want to be, not necessarily what you want to achieve. You will define more of what you want to achieve in your Mission (below). Creating a clear Vision for yourself will enable you to attract success and ultimately guide you in how to be generous with yourself in a way that will facilitate every form of generosity that you aspire to.

Mission (three to five sentences) – How you will achieve your Vision (high-level). The major milestones you will hit in life. Your Mission will change as your life progresses. You will find new ways of achieving your Vision, but it's important that you start documenting now. Plan on changing your Mission every few years as you meet your milestones.

Begin your **Mission** with: **To achieve...**

- Then list the high-level things you would like to achieve **THAT WILL ENABLE** your Vision. Everything listed in your Mission should directly lead to your Vision. Try to list the achievements. Note: these are high-level goals, stepping stones to becoming who you want to be. Over the years, you will likely update these planned achievements. You may also develop plans that lead to these achievements. The path will not be a straight line, but if you know your Vision and have an initial written Mission, you are well on your way. The visibility and direction this will provide will be invaluable. Give yourself this gift; it will benefit you and many others over time.
- Note: you may find that beginning your Mission with “To achieve...” does not fit with the future milestones you envision for yourself. You can get creative with your starting sentence and choose another verb, like “To serve...”, “To build...”, or “To create...”

- Reminder: This is not a plan. Your Mission gives you goals for which to *create* a plan.

Values (at least five that are critically important to you) – List your most important beliefs. These will drive your behaviors, and thus your actions. Your Values will drive a vast majority of your big decisions. In the end, what you did will be driven by what you believed. To live with no regrets and feel good about your achievements, the achievements must align with your Values.

Considerations for your Values:

1. Love. Who you love, what you love, and how you love and show your love.
2. Your religious or spiritual beliefs.
3. Components of your heritage and family beliefs.
4. Community and fellowship beliefs.

Begin your **Values Statement** with: I believe...

- Then list the five to seven beliefs upon which you will not compromise as you work towards your Mission to achieve your Vision. People often reference honesty, integrity, and generosity as part of their Values, but you should list exactly which beliefs and behaviors will guide you through life. What must you do or be every day to lead you to your Vision?

Passion (five to ten statements) – What lights your fire? What do you love doing? What excites you? Your Passion could be what you are amazing at, or love, doing. It could be something you’ve always wanted to do. What is, or will be, your fire in life?

Begin your **Passion Statement** with: I am most passionate about...

- Then list the top five to ten things you are passionate about in life.

Bonus:

“I am” Statements – Lastly, develop a list of “I am” statements. These should be both aspirational and affirmational, and each sentence should begin with “I am...” They should support your Passion, Vision, Mission and Values.

Examples:

- *I am...honest to a fault*
- *I am...generous and understand the power of generosity*
- *I am...vastly interested in the success of others*
- *I am...a caring and dedicated husband and father*
- *I am...loyal beyond measure*
- *I am...one who produces valuable results*
- *I am...one who has traveled the world and learned many things*
- *I am...in control of my emotions and emotional state*
- *I am...one that builds wealth and freedom for my family*

Hints on how to create your VMVP:

- Start writing! The hardest part of laying the foundation is getting started. Don't make this more difficult than it needs to be. Just start writing. Edit later.
- Remember, building your personal identity may be the most important gift you ever give yourself, but it's just the beginning of how generosity towards yourself and others will lead to your ultimate success.
- Read the below example to see what a completed VMVP looks like:

Emily's VMVP from *Generosity Wins*:

Vision: To be known as a leader and a visionary person in my field. To be fully valued. To be both financially successful and recognized by my peers and the people I work with. Down the road to be a great spouse and mom, and a pillar of my community. To support others in my world in their spiritual, professional, or psychological growth.

Mission: To serve. To help my fellow men and women when they are away from home, either because they are traveling for work and must be at their best, or because they are on vacation and want to create memories to last a lifetime. I will pursue opportunities through the company as well as sports. I will share my story and the lessons I have learned through speaking and writing, while continuing to learn from the stories and experiences of others. I will be financially independent by age forty. I will show the people I work with how they can achieve financial independence as well.

Values:

I believe:

- In complete honesty.
- In investing in the success of others.
- In hard work and being a loyal teammate when at play or work.
- In being kind always.
- In doing my best always and producing great results.
- That success depends on being in control of my emotions and never letting fear or anxiety run me.
- In committing to personal growth in every way.
- I will achieve career success and financial freedom.

Passion: I am most passionate about traveling, seeing the world, building meaningful relationships with my friends and family, supporting and learning from my peers, being a dependable teammate, and embracing the role of being a productive global citizen.