Stars to Steer by:
Personal Mission Statements for Professional Growth and Achievement
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Presenters
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Where We’re Headed . . .
• Why a Vision/Mission statement
• What’s most important
• Identifying values
• Connecting values to roles
• Begin crafting our own vision/mission statements

“There is nothing as powerful as an idea who’s time has come.”
- Victor Hugo

What is a Mission Statement?
• “A well conceived strategic vision is a prerequisite to effective strategic leadership”
  (Thomas & Strickland, 1994, as cited in Bart & Hupfer, 2004)
• . . . Including leadership of ourselves!

• “. . . A formal written document intended to capture an organization’s unique and enduring purpose, practices, and core values”
  (Macedo, Pinho, & Silva, 2016)
• In this case the organization is You! 😊
Rationale

- Life filled with daily obstacles and hassles
- Limited time and energy
- Live and function best when grounded in what is most meaningful

Rationale

- Success involves:
  - Identifying values and
  - Maintaining focus on your vision despite obstacles
- Personal mission statements help:
  - Clarify core guiding values
  - Identify overarching objectives
  - Guide resource allocation

Research

- Mission statements linked to higher performance when:
  - Promote shared values
  - Inspire organizational members
  - Provide a common mission (Macedo, Pinho, & Silva, 2016)
- Personal mission statements often more meaningful because of connection to one’s own core values which provide focus to our actions (Li, Frohna, & Bostwick, 2016)

Process

- Identify roles
- Identify primary objectives
- Identify values
- Craft statement
- Identify congruent activities
- Review frequently
- Revise (Li, Frohna, & Bostwick, 2017)

Professional Roles

- What professional roles do you fulfill?
  - Advisor?
  - Supervisor?
  - Team leader?
  - Director?
  - Team member?
  - Instructor?
  - Liaison?
  - Etc.?

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<tr>
<th>Professional Roles</th>
<th>Primary Objectives (Purpose)</th>
<th>Core Values</th>
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The Process

Professional Roles | Primary Objectives (Purpose) | Core Values
--- | --- | ---
Managing Director of Academic Support | - Provide vision for organization
- Inspire staff
- Facilitate their success
- Design and manage services for students
- Review, administer, and update policies | 
Advisor to Students on Academic Standing | - Facilitate student success
- Establish relationships, assess needs, collaborate with students to develop and implement interventions, trouble shoot, follow-up | 
Course Instructor | - Inspire students
- Facilitate learning, insight, skill development, provide feedback
- Design course materials, assignments, and learning experiences | 
Scholar/Researcher | - Conduct high-quality research, focused on my areas of responsibility, culminating in scholarly publications and presentations to inform my professional field | 

Primary Objectives

- What organizational objectives coincide with your roles?
  - Advisor . . . . ?
  - Colleague . . . . ?
  - Team member . . . . ?
  - Supervisor . . . . ?
  - Director . . . . ?
  - Instructor . . . . ?
  - Liaison . . . . ?
  - . . . . . . ?

Values

- Guiding principles that motivate and direct us
- What matters
- Ideas we want to stand for
- How we want to behave
- Who we want to be
- What we live in the service of
- Give a sense of meaning and purpose in life

Values Vs. Goals

- Values are meaningful directions that guide one’s actions
- Goals (objectives) are destinations that should lie along the trajectory of those values
- Goals should be “in the service of” our values

Work Values

- Work values are the subset of your beliefs and ideas related to your occupation or job.
- Core principles are an important part of who you are.
- Honesty, service, self-respect, respect for others, peace, and success.
- Not identifying work values diminishes chances of ultimately being satisfied with your career
- Besides the values associated with each other, know the culture of the place.

(Mckay, D. R., 2018)
Intrinsic and Extrinsic Work Values

• Intrinsic values:
  • Actual tasks involved in an occupation
  • Helping others, doing challenging work and being an exemplary leader
  (Mckay, D. R., 2018)

• Extrinsic values:
  • By-product of an occupation—what you get out of work rather than what you put into it
  • High earnings, recognition, and job security
  (Mckay, D. R., 2018)

“I prepare children for life.”

“Keep your values tangible—in front of you.”

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<td>Managing Director of Academic Support</td>
<td>Provide vision for organization; inspire staff and facilitate their success; help staff develop and utilize skills and creativity in meeting objectives Design and manage services for students and the organization.</td>
<td>Kindness, compassion; support; genuine interest in the success of my staff and students we serve; advancement and innovation in our field and profession; equity and justice.</td>
</tr>
<tr>
<td>Adviser to Students on Academic Standing</td>
<td>Facilitate student success; establish relationships, assess needs, collaborate with students to develop and implement interventions; trouble-shoot, follow-up</td>
<td>Compassion &amp; kindness; individual worth and potential; genuine interpersonal connection; competence and follow through; honesty.</td>
</tr>
<tr>
<td>Course Instructor</td>
<td>Inspire students; facilitate learning, insight, skill development, provide feedback; design course materials, assignments, and learning experiences.</td>
<td>Personal interest in student's individual worth and potential; commitment to knowledge and research-based skill development; commitment to evidence-based practice; honesty.</td>
</tr>
<tr>
<td>Scholar/Researcher</td>
<td>Conduct high-quality research, focused on my areas of responsibility, culminating in scholarly publications and presentations to inform my professional field.</td>
<td>Honesty; integrity; commitment to truth and knowledge; commitment to the advancement of knowledge and society.</td>
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NACADA Vision & Mission

• NACADA Vision: Recognizing that effective academic advising is at the core of student success, NACADA aspires to be the premier global association for the development and dissemination of innovative theory, research, and practice of academic advising in higher education.

• NACADA Mission: NACADA promotes student success by advancing the field of academic advising globally. We provide opportunities for professional development, networking, and leadership for our diverse membership.
Mission Statement Preparation

- “Personal Mission Statement Preparation” handout
- Values Inventory
- Enter core values on your table

Some Examples

Your Vision and Mission

- Jot down ideas based upon roles and values you identified
- You may have phrases come to your mind—incomplete ideas and sentences ok at this point
- Begin to articulate ideas that capture your roles, purposes and values

Questions/Comments???
Examples: Academic Advisor

Each student is a unique individual with a personal story, talents, potential and contribution to make to the world. I value the wellbeing of every student and it is my goal to help facilitate the personal and academic development and success of each student with whom I work. I aim to do this by establishing genuine personal relationships characterized by kindness, openness, respect and compassion. I endeavor to accurately assess student’s challenges, needs and resources and collaborate effectively with students to meet their needs through direct intervention and facilitation of helpful resources. It’s my goal for every student to feel valued personally and to overcome obstacles to achieve academic and personal success.

Examples: Course Instructor

Society is best served when all individuals are able to grow and develop intellectually, coming as close as possible to achieving their personal potential. As an instructor it is my goal to inspire students to be open, curious and receptive to knowledge and understanding in the world, to stretch themselves and acquire new insight. I aim to design and facilitate effective learning experiences, support reflection and challenge students to develop new abilities and skillsets. I aim to inspire students to become lifelong passionate learners and support their academic and professional success for the benefit of themselves, their future families and our greater society.

Examples: Director

By helping students overcome personal obstacles to their academic success, the Academic Support Office has the opportunity to make a positive and lasting difference in the lives of students, their future families and the communities they will serve. It is my goal to provide the most effective academic support services possible through compassionate and individualized attention, the application of scientifically supported helping and learning strategies and professional commitment to the success of every student.

I also aim to create an ideal work environment in which every colleague feels valued, rewarded and that our work is personally meaningful. I envision an environment characterized by collegiality, respect, fun, compassion and flexibility in the workplace. Value loyalty to staff and endeavor to support staff members’ personal and career development in the pursuit of organizational objectives. I strive to provide opportunity for staff members to utilize their own passions, talents and creativity in accomplishing organizational goals and build their careers. I endeavor for all of my words and actions to affirm the value and humanity of all of my colleagues and the students we serve.

Examples: Scholar/Researcher

The search for knowledge, truth and understanding is an exhilarating adventure. As a scholar and researcher it is my quest to understand the world and harness truth for the benefit humankind. It is my objective to design and conduct high quality, insightful research and disseminate knowledge gained to help inform my profession and society, establish best practices and facilitate the advancement of my field. In this endeavor I am committed to honesty, integrity, rigorous and fair scholarship and a responsibility to the greater good of my community and society.