

Mission Statements

*Remember the 3 rules of writing great mission statements:

- Rule of 16 (16 words, explainable to a 16 year old in 16 seconds or less)
- Start with a gerund (a verb made into a known, usually ending in -ing)
- Must be both big and small - big enough to guide every action, small enough to be directly applicable and not vague



Personal Mission

Fill in your personal mission statement here. Must be inclusive of and congruent with your professional mission statement below.

ex. *"Demonstrating daily that we were created to pursue excellence and act with courage."*



Professional Mission

Fill in your professional mission statement here.

ex. *"Enrolling 1 million ENTREpreneurs that are actively growing physically, personally, and professionally through the ENTRE platform."*



Physical (Balance)

Input your basic action plan for each area of Physical Life Design.
Then below create your KPIs for each Physical metric category.

Diet:

ex. 50P/40F/10C macros, 2500 cals, 1st protein by 6 am, 1g H2O

Exercise:

ex. early am lift, low-intensity cardio and stretching throughout day, 2000 active cal burn

Neurochemistry:

ex. daily nootropic, high fat diet, drug/alcohol free, 3 hrs/night REM sleep, weekly free association

Biochemistry:

ex. supplements, quarterly blood work

Personal Development / Solitary Spirituality:

ex. daily reading, daily writing, daily meditation or prayer

KPIs

Strength KPIs: (ex. Pull ups, BW squat, BW bench, vertical push ups)

Stamina KPIs: (ex. Mile time, Resting HR, Resting BP)

Pliability KPIs: (ex. sit & reach, zipper, sitting/rising)

Mental Clarity KPIs:

(ex. extemporaneous speaking/writing, reciting pi, reciting poetry/quotes)

Emotional Equilibrium KPIs: (ex. rational fear index (Fibonacci))

Solitary Spirituality KPIs: (ex. meditation time)

Personal (Thoughtfulness)

Input your relationships for each area of Personal Life Design.
Then below grade each relationship according to the KPI metrics.

Self: _____

Family (list names/groups): _____

Friends (list names/groups): _____

Coworkers (list names/groups): _____

Neighbors/Community (list names/groups): _____

Social Spirituality (list names/groups): _____

KPIs (Fibonacci grading: 1,2,3,5,8,13)

Name/Group 1

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Name/Group 2

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Name/Group 3

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Name/Group 4

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Name/Group 5

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Name/Group 6

Impact: _____

Reciprocity: _____

Communication: _____

Time: _____

Professional (Diversified Growth)

Input the basic units of Professional Life Design.
Then below define each Value Channel according to the KPI metrics.

Money: (list primary sources & investments)

Brand/Reputation: (list sources & strategy)

Influence: (list areas of impact)

Production: (list areas of capacity)

Creativity: (list creative endeavors)

KPIs

Finance/Money (list amounts and sources)

Net worth: _____

Active income: _____

Passive income: _____

Authority/Influence

Power 100 (keep separate list): _____

Broadcast reach (ex. email, SMS, social): _____

Direct: (ex. employees, mentees/students): _____

Creativity/Energy

Language: _____

Auditory: _____

Visual: _____

Shapes/structures: _____

Play: _____