

Purpose Mapping Model

10/5/25

Consider another model for creating a Mission/Purpose Statement. Please journal your responses to the following questions to bring to group:

- *Purpose*
 - What is your Purpose: the reason you are on this planet? Why do you exist?
- *Vision*
 - What's your Vision of what happens when your Purpose reaches all 8+ billion people on the planet?
- *BHAG (Big Hairy Audacious Goal)*
 - What's your 3-5 year BHAG? If that Vision is the North Star that you're always reaching for, what mountain will you climb, and reach the top of, to get as close as humanly possible to that Vision in the next 3-5 (possibly 10) years?
- *Milestone*
 - What's your 90-day Milestone (aka Basecamp up the Mountain; e.g. first semester in grad school) in order for this to create real traction? You'll want this Milestone to be phrased in a SMARTER format: Specific, Measurable, Achievable, Realistic, Time-bound, Ethical & Resourced.
- *Next Action*
 - What is your very next Tiny Action Step that will begin this journey up the Mountain for you? (The tinier, the better... what matters most is taking this step). For example, what can I do today that moves me in the right direction?
- *Habits*
 - What Daily/Weekly Habits will support you in accomplishing this Milestone? Think in terms of a minimalist wheel of life: Health, Wealth, Love & Fulfillment.
- *Celebration*
 - What system of accountability, recognition & celebration will you create for yourself, join or participate in?