



Chris Walker

Putting the Heart and Soul

# Your Company Vision, Inspiration and Purpose Statement

You cannot coerce people into working - you have to inspire them to work. An inspiring mission statement assists employees to know what they are working towards and aids productivity.

A successful company is one where the following is reflected on the staff; gratitude, vision and enthusiasm.

The staff must be grateful to be at work and plan for it every morning, there must be a vision they can articulate without outside help and they must be enthusiastic - this is seen in the vibe of the workplace.

The mission statement needs to be refined and reviewed so everybody in the company is aligned to it.

A mission statement is not meant to be an idealistic, intellectual statement designed to sound good in public. One of the most important things in building a business is a clear vision and certainty: the statement of purpose or mission of what you want to create. A mission statement is a statement from the core of the individual leader's heart on what they are inspired to do.

A good mission statement essentially demands the soul and spirit of the leader. In order to be a good leader you must have your own personal vision, inspiration and purpose statement sorted out, written out. This leads to vitality, intensity and power.

The mission statement of a company is the inner most thoughts of the leader and it speaks to their core values.

The inspiration of the company is directly proportionate to how vivid the vision and the statement is of what you would like to do.

A leader must be appreciative of the opportunity they have to share the product service or idea of the company.

BE CLEAR

The way you know your vision is clear is that you can articulate it to someone else so smoothly, clearly, and without hesitation that they can see it when you say it. When you've got that much clarity of direction, people want to rally around and assist in building it. Clear vision is a key value leaders demonstrate. Most people think terrestrially and look out celestially; like you have the world in your hands and imagine going from a greater sphere and look inwards. The masses of people wait to see things before they believe; the master believes things before they see it.

## CREATING YOUR OWN VISION INSPIRATION AND PURPOSE STATEMENT

Human nature – whether arrived at through reconnection to nature or through the back door of mind control, evokes three unique and powerful awareness. Each is inseparable from the other. Although with the back door methods of mind control they are often separated which causes much turmoil in a person's life. Think of them more like heart, lung and brain. Each is important but independently they cannot function.

### Vision

Creating a vision for your life might seem like a frivolous, fantastical waste of time, but it's not: creating a compelling vision of the life you want is actually one of the most effective strategies for achieving the life of your dreams. Perhaps the best way to look at the concept of a life vision is as a compass to help guide you to take the best actions and make the right choices that help propel you toward your best life.

### Inspiration

If you create an appetite for the future that distracts you from appreciating what you've already got, you will be unhappy forever. Vision therefore must be tempered with the ability to be here now. All human pain and suffering can be alleviated if you be here, in this moment now. When time is eliminated from the human psyche, then the past and the future lose their comparative influence and all that is left is this moment in time which is always, always, perfect. The skill of inspiration lays the foundation for the freedom to be visionary, purposeful and fulfilled all at once. This is the key.

### Purpose

When you are inspired by some greater purpose, some extraordinary project, all your thoughts break their bonds, your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great, and wonderful world. Dormant forces, faculties and talents become alive and you discover yourself to be a greater person by far than you ever dreamed yourself to be.