



FAMILY MISSION STATEMENT

Your family mission is your North Star, the big *why* behind everything you're building together. It gives direction to your life and work in the world, and it's often bigger than anything you could fully measure or accomplish. A mission is a calling. It shapes the decisions you make, the legacy you leave, and the way your family shows up in the world. Before you can define it, it helps to understand what motivates each person at the table, because mission only works when it honors everyone's "why."

INPUTS

Clarify Your Family Identity

- Ask: "What words best describe the heartbeat of our family?"
- Prompts: Write 3–5 words or phrases that feel true (e.g., adventurous, generous, grounded in faith, hardworking, playful).

Name Your Family's North Star

- Ask: "At the end of the day, why does our family exist beyond just living together?"
- Examples: To love and support each other. To pass down faith. To steward what we've been given for future generations.
- Ask: "What role do we believe our family plays in the bigger picture of our community or world?"
- Examples: To create a welcoming home. To invest in people. To lead with integrity. To give back.

WRITE YOUR MISSION STATEMENT

An optional format: "Our family exists to [purpose], by [how we live], so that [who/what we impact]."

Example: "Our family exists to love God and people, by working hard and laughing often, so that others feel cared for."

Simple example: Salt and Light. Hands and Feet.

Simple example: Be a blessing to others.

BRAINSTORM TO INFORM YOUR MISSION STATEMENT

Clarify your family identity by writing 3–5 words or phrases that describe your family.

Explore your family’s North Star by writing a few phrases or words that align with what is important to your family.

Based on your brainstorm, now write your mission statement

Once your mission is written, read through the checklist below to make sure it checks each of the boxes. Adjust as needed.

FAMILY MISSION STATEMENT CHECKLIST

- ☐ 1. Simple and sticky
- ☐ 2. Inclusive and collaborative
- ☐ 3. Clarity of purpose
- ☐ 4. Big & bold
- ☐ 5. Heartfelt