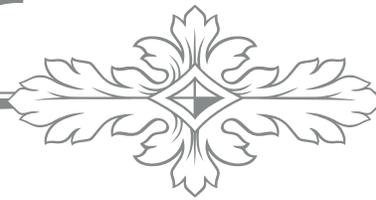


FAMILY
MISSION STATEMENT
BUILDER



CREATED BY

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FOR

FEARLESS

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Answer these questions with thoughtfulness. Take your time and discuss this among your family members and even trusted friends before answering. The first six questions are designed to “prime the pump” and get you talking as a family about what makes you tick. The last three questions are the “biggies” that you will use to word your actual “Mission Statement.”

I. WHAT ARE WE ALL ABOUT? (This is a question about what you and your family are known for, what you want to be known for, and what kinds of things are important to you. Think of it as “what our family seems to value above other things.” For example some families are all about *humor and good will*—their homes always ring with laughter and guests never leave without their sides hurting. Other families are known for their *community service*—they seem to always love volunteering somewhere, be it a downtown mission or a food drive or fundraising car wash. *You* want to come up with at least one thing that your family is “all about.”) This question is meant to just get you thinking AS A FAMILY UNIT. There may be more than one answer to this question, but try to keep it to three or less.

2. WHAT OTHER FAMILIES INSPIRE US MOST AND WHY? (For some, this will be a longer list than others. If you have to reach into fiction—books and movies—that’s fine, but just identify which families you admire and why. You might write, “The Carson Family, because they always seem to get along with each other and support each other.”)

3. **THE “FUTURE” EXERCISE:** Imagine that you (the parents) are now 80-85 years old and you are at a family gathering (like a holiday or birthday), and you’re all recounting stories about the family and what it’s been like. **What do you imagine would be the most satisfying stories told that day?** List them out and briefly tell them. Hint: These are stories that haven’t actually happened yet, so you may feel silly “dreaming” like this, but I guarantee it will yield great insight into what you really want. (You might write, “Back when Tommy and I were fishing when he was 15 and he brought up the subject of girls and we had a long talk about how to treat them and how to try to understand them.”)

4. **IF YOUR FAMILY COULD STAND BEFORE OTHER FAMILIES AND GIVE THEM A SINGLE IMPORTANT MESSAGE, WHAT WOULD IT LIKELY BE?**

This is another way of identifying what you’re all about. But instead of single words (like generosity or hospitality), you’ll use a full sentence or two. It doesn’t have to be profound. It just needs to be a message that your family might be qualified to say. (For instance, you might write, “We’d tell them that expressing love out loud to one another should always be a priority, because none of us know when our last day is. We learned this when we lost my father a few years back.”)

5. WHAT DOES YOUR FAMILY ENJOY AND GET EXCITED ABOUT MOST OFTEN? Imagine you're all happy and maybe even laughing. What is it that usually makes that happen? Is it the togetherness? Is it the holiday itself? Is it most likely to be spoken words, or pictures, or videos? (You might write, "Our family gets the most joy out of catching up on each other's lives when we get together," or "We get most excited and enjoy getting into the outdoors together.")

6. WHAT PROBLEM(S) IN THE WORLD GETS YOUR FAMILY'S ATTENTION ENOUGH THAT YOU'VE DONE SOMETHING ABOUT IT AND WERE GLAD YOU DID? There may not be anything yet. But if there is, write it down here. (You may write, "Our family has been moved to go volunteer at the homeless shelter serving food. We feel energized and well-suited to this service, so we do it several times a year.")

And now that the preliminary questions are answered, keep those in mind as we ask and answer the BIG three:

- I. WHAT DOES OUR FAMILY WANT TO MAKE SURE WE DO IN ORDER TO BE OF SERVICE?** (This is what we feel is important for our family to be doing. What is our contribution? What would be missing if we weren't here? We might forget to do many things, but we don't want to forget these few things. An example might be a family that finds hospitality at the top of their list. They might say, "We want to always keep a friendly open door to neighbors, friends, and even strangers." All you need is one but you can list as many as three if you must.)

- 2. WHOM DO WE WANT TO MAKE SURE WE SERVE?** (This question can be answered with anyone from God Himself to any segment of the human race for which you have an affinity. Your aim is to narrow it down to the "Even if I forget to serve everyone else, I don't want to forget to serve these!" basics. A family might write, "We want to serve other families in our vicinity," or "We want to get to know and serve our immediate neighbors.")

3. HOW (IN WHAT MANNER AND USING WHAT METHODS) WILL WE SERVE THEM? (This is about your family’s way of working. This is where you will identify your standards of conduct, your “style” of getting along, the attitudes that you hope will characterize you, and anything that makes your family unique in the way they behave and interact with others. This is where, in the Andrews Family Mission Statement, we wrote that we will “Arise each day with grateful hearts and smiling faces...” You might write, “We diligently and efficiently apply our talents to the tasks we have at hand.”)

The goal is to answer the above questions using as few words as possible. To compose your final Mission Statement, you’ll be boiling those answers down as much as you can. This will prevent you from being overwhelmed every time you read it.

FINAL STEPS:

On a separate piece of paper, use this template to help you come up with your final wording.

The _____ family will _____,
Insert your Last Name insert answers to question 1

in order to serve _____ ,
insert answer to question 2

in such a way that we _____ .
insert answer to question 3

After you write in your answers, adjust the wording until you feel satisfied that you have captured the essence of what you want your family to be all about.

I highly recommend you type it out in a simple Word document and print it out in big enough lettering that it's easy to read. Save the document and think through the wording over the next week or so. Then sit down and try to improve the wording one more time, but only if needed. After that, print out a nice copy, put it in a frame, and hang it somewhere you all can see regularly.

CONGRATULATIONS!

You have just distinguished your family from the vast majority of families on this planet. As a last step, I urge you to put your Family Mission Statement in a place where it will inspire your family. And if you're feeling generous, post it in the comments section under "Video 2" so other families can see it and become inspired as well.

About the Author



Hailed by a *New York Times* reporter as “someone who has quietly become one of the most influential people in America,” Andy Andrews is a bestselling novelist, speaker, and consultant for the world’s most successful teams, largest corporations, and fastest growing organizations. He also personally coaches individuals and small business owners to become Unshakeable Entrepreneurs at AndyAndrews.com. He has spoken at the request of four different United States presidents and recently addressed members of congress and their spouses. Zig Ziglar said, “Andy Andrews is the best speaker I have ever seen.” Andy is the author of the *New York Times* bestsellers *The Noticer*, *How Do You Kill 11 Million People?* and the modern classic, *The Traveler’s Gift*—which has sold over 2 million copies worldwide. He lives in Orange Beach, Alabama, with his wife, Polly, and their two sons.

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