



# **Module 1: Big Why, Purpose, Mission, and Dream Vision**

## **Part 2**



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# **Module 1 - Overview**

***Part 1: The Biggest Secrets to a Wildly Abundant Business Revealed***

***Part 2: Design Your Magnetic Big Why, Purpose, Mission, and Dream Vision***

## *Part 2: Design Your Magnetic Big Why, Purpose, Mission, and Dream Vision*

We worked on your Big Why in Part 1. Take it out, and read it again as we dive in.

Life Purpose is about what you are here to **BE**, your reason for being in this world.

Mission is what you are meant to **DO** in this world.

Dream Vision is about what you **SEE** in the world.

Being, Doing, and Seeing! And, the Big Why is the solid foundation for the Being, Doing and Seeing.

You will notice that this part of our work is building upon some of what you found in Part 1 of this Module. Bring in the various pieces as it makes sense to do so.

### *Purpose:*

In Hinduism, we talk about a concept called dharma. You may have heard of it.

Growing up, I always thought that dharma meant duty. Later on, I learned that dharma means divine purpose.

We all have a divine purpose that we are uniquely designed to fulfill. When we are centered inside this divine purpose, we are doing what life, the force of creation, designed us to do.

When we are not aligned with our purpose and we are doing some other purpose that we have been told to do, all sorts of difficult and negative things can potentially occur, things like illness, depression, addiction, low-grade boredom with life, etc. etc.

If you try and get an acorn to grow into a cypress tree, it won't work. It's against nature's design. Just like you can't get an onion to be an apple.

It's of supreme importance to the health of the living being to be used for the purpose for which that being was designed.

It's against the laws of nature for that being to be used otherwise.

Humans are the only creatures on this earth who actively try and get other humans to go against their divine design.

Inside Your Mission Map, I want you to align with your sacred purpose in a deeper way than ever before.

And, if you don't know your purpose yet because your life has been so determined by what other people think you should be, I want you to begin your inquiry in earnest to find your purpose. So exciting!

God thought you were a good idea, otherwise you wouldn't be here. There has never been a "You" in the world and there will never be another "You" in the world.

There is only one, very special you! You have a special magic. You have matchless and irreplaceable gifts and talents that no one else has in your particular flavor.

You are unique and you are here for a reason, a special reason. The more you are in touch with that reason, the more you will be fueled by it, and your actions will become on fire with the passion of fulfilling on your unique purpose, mission and vision!

When you are centered in this divine place, you become magnetic to those you are here to serve, to your tribe.

I believe that we can have several life purposes over the course of our lives and for different areas of our lives. For our inquiry today, you will want to focus on your current purpose as it relates to your business.

Approach this inquiry from your heart and spirit, from your embodied wisdom, and not from your mind. This inquiry into your purpose is key to discovering who you really are.

It is only when you are aligned with your divine purpose that you are truly expressing your highest potential.

Use your mind to look at what your wisdom has unearthed and zone in on your sacred purpose.

Then, do whatever it takes to bring that purpose into manifestation. So many people get stuck at this stage because the vision that flows from your purpose may seem huge, too big and quite overwhelming.

For most, it brings up fear and discomfort. That's okay. It's wonderful, actually, because it's a sign that you're on the right track, that you are moving beyond your limited view of yourself into territory that is outside your comfort zone.

As you start to define your purpose, ask yourself whether the definition is too narrow. Is your purpose definition only to serve your own pleasure and comfort? Is it selfish? Or, is it transformative? Will it cause you to grow personally and will it bless others?

Sacred purpose always goes beyond your limited vision of yourself and your comforts. It is a catalyst for your own transformation and it always benefits others.

Remember that you have been given this sacred purpose because you can achieve it. It will stretch you to manifest your highest potential in its achievement ... but, do remember, please, that it is quite possible for you to achieve it, even if your mind thinks it is impossible.

Begin to take baby steps and then bigger steps towards your sacred purpose and "the how" will begin to reveal itself. Life itself will be up underneath you, supporting you.

The seeds of the fulfillment of your highest potential exist within you now.

### *Homeplay:*

Contemplate the following questions and journal on them:

These are some questions you may be asking yourself already about what you are here to **BE**, your life purpose, your reason for being:

- Why am I here?
- Who am I?
- What is my essence?
- What is my reason for being?
- What was I meant to do?
- Why am I not happy, satisfied or fulfilled? What's missing in my life?
- What is the meaning behind all of this – our life's existence, humanity, God, spirituality?
- What is my spiritual path and purpose?
- How can I serve and make a contribution to the world?
- What is my life work and business direction?

Now, create one or two sentences that encompass your life purpose as it relates to your business.

## *Mission*

Your Mission is what you are meant to **DO** in this world! From your place of beingness, there is a doingness that comes forth.

Your Mission and Purpose overlap and are deeply related, so if you get mixed up between them, that's totally okay. Some people use the words interchangeably.

You can use them the way I use them, or you can use them the way you want to use them.

The exactness and precision of them isn't as important as actually going through these fabulous inquiries.

The homeplay is critical here.

## *Homeplay:*

Contemplate the following questions and journal on them:

Here are some questions to guide you to your mission, what you are meant to **DO** in this world:

- What causes/issues are you most passionate about?
- What irritates you about what is going on in the world today?
- If others come to you and you were the wise man or wise woman and you were to bestow on others special wisdom, a special expertise, what would you like to pass on to them (whether or not you have that skill or expertise now)?
- What 3 gifts of wisdom about life would you give to those that come to you?
- What do you complain about the most? Is that something you would like to do something about?
- What are the 5 most important lessons you have learned in this life?
- What makes life worth living? Why do you get up every morning?
- What do you want your life to stand for?
- What are your special gifts and talents? What is unique about you?

## *THE MISSION STATEMENT*

Reprinted with the gracious permission of Laurie Beth Jones, from her 1996 book, *The Path, Creating Your Mission Statement for Work and for Life*.

“In a world in which we are daily forced to make decisions that lead us either closer or further from our goals, no tool is as valuable in providing direction as a mission statement—a brief succinct, and focused statement of purpose that can be used to initiate, evaluate, and refine all of life’s activities. A carefully thought out mission statement acts as both a harness and a sword—harnessing you to what is true about your life, and cutting away all that is false.

“A mission statement is, in essence, a written down reason for being—whether for a person, or for a company. It is the key to finding your path in life and identifying the mission you choose to follow. Having a clearly articulated mission statement gives one the template of purpose that can be used to initiate, evaluate and refine all of one’s activities.

“There are three simple elements to a good mission statement:

1. A mission statement should be no more than a single sentence long.
2. It should be easily understood by a twelve year old.
3. It should be able to be recited by memory at gunpoint.”

Before addressing the issue of writing a mission statement in detail, it is important to identify the false assumptions that can be stumbling blocks in the process.”

### False Assumption:

- # 1. “My job is my mission.”
- # 2. “My role is my mission.”
- # 3. “My 'To-Do' List is my Mission.”
- # 4. “I am not currently living my mission.”
- # 5. “I am not enough to have a mission.”
- # 6. “My mission has to be a grand one or help a lot of people.”
- # 7. “A mission must be full of suffering.”
- # 8. “My mission must be the same as those of my peers.”
- # 9. “Geography is my destiny.”
- #10. “What I am doing is as close as I can get to my real mission.”
- #11. “Life is random. Even I was an accident.”

YOUR MISSION WILL FIT YOU PERFECTLY. YOU JUST NEED TO BE AUTHENTIC!

## *THE THREE STEPS OF A MISSION STATEMENT*

STEP 1. Choose your three most meaningful, purposeful and exciting verbs—the action words that will shape your future activities.

Example: Teach, share, lead, speak, communicate, claim, create, give, enthuse, dream, educate, connect, entertain, present, love, participate, identify, receive, practice, master, manifest, improve, understand, refine, reform, worship, value, sell, trade, write, support, reform, heal, nurture, organize, produce, illuminate, launch, model, motivate, pursue, deliver, consider, construct, enlist, further, gather, drive, discover, build, brighten, advance, compel, complete, associate, translate, travel, utilize, validate, verbalize, work, worship, persuade, keep, improvise, praise, evaluate, defend, etc.

STEP 2. Determine what you stand for. What is your *core* value, principle, ideal or purpose? What, are willing to defend to the death or devote your life to? (Refer to your Values worksheets. Look at what excites you, and what angers you. What are you passionate about? What is your life purpose?)

Example: Creativity, beauty, service, justice, freedom, family, equality, power, joy, abundance, wisdom, balance, love, order, peace, unity, wholeness, integrity, security, etc.

STEP 3. Decide who or what you are here to help. The field, group or cause that you want to serve, be around, learn from, inspire or impact in a positive way. (Refer to 101 Ways to Make a Difference, and Fields of Interest.)

Example (groups): All people--children, elderly, substance abusers, the handicapped, teens, animals, veterans, the homeless, etc.

Example (causes): Child protection, animal rights, the environment, spirituality, politics, not-for-profit organizations, women's, men's, or any one's issues.

Example (field): Journalism, travel, finance, business, fashion, art, gardening, cooking, food, industry, technology, etc.

Once you have chosen your answers, you can combine them as follows in a mission statement:

*MY MISSION IS TO*

\_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_  
(Your three verbs)

\_\_\_\_\_  
(Your core value or values)

*to, for, or with*

\_\_\_\_\_,  
(The interest, group, or cause that most excites or moves you)

Examples of mission statements from *The Path* include:

“To uphold, discover, and support  
trust, honesty and integrity  
in all relationships.”

***“My mission is to create, nurture, and maintain  
an environment of growth, challenge, and unlimited potential  
for all those around me.”***

“To inhale every sunrise, and look under every rock  
for the joy life has to offer.”

“My Mission is to enliven, encourage, and re-inspire  
the love of music  
for children in public schools.”

And, Laurie Beth Jones’ mission statement:

“To recognize, promote, and inspire divine excellence.”

## *THE DREAM VISION STATEMENT<sup>1</sup>*

It is important to get clear about the future that we want to create. The purpose of a vision statement is to get you into conscious creating. A vision statement is the end result of what your mission statement will have done, how your life will be.

Laurie Beth Jones in her book, *The Path*, shares her vision statement:

“I have clients who delight in and cherish me, and who properly value my creative talents and efforts. We are mutually engaged in serving others. My clients come exclusively through referrals, allowing me to be free to devote my energies to creating. They are doing work or offering products that I respect. They pay me well and on time. I have long-term relationships with the people I serve, and they are as interested in my well-being as they are their own.”

(She goes on to “anchor it” by adding)

“It is Monday morning, 10 a.m. I am wearing comfortable clothes, having returned last week from a major consulting job. I sit down in my home office and catch up on work from the week before. For lunch I walk down to the park for Chinese food. When the phone rings it is another referral. I set up an appointment for the following week. When I open the mail it is filled with checks.”

Note how powerful this is when you add her mission statement, “To recognize, promote and inspire divine excellence.”

“It is imperative to get clear about what you are creating and compare it to what you intend to create. The only way to do that is to:

- a. Look at what you’ve consciously or subconsciously created up till now, and then
- b. Write down a detailed description of what you really want.”

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<sup>1</sup> This exercise is adapted from an exercise distributed by Life Purpose Institute.

NOTE: Know that once you write out your vision statement, things will definitely start changing. Are you ready?

You can also call the vision statement your dream, if the word dream is more inspiring to you and more resonant.

The key elements of a compelling vision statement are these:

1. Write it down and keep it where you can see and read it daily (morning or night or both) so you can call in the vibration of the future self.
2. Write it in the present tense as though it has already been accomplished.
3. Be sure to include everything you want. Cover a variety of activities and time frames. You can do a separate statement for relationships or include everything you want in one vision statement. Create the full picture in as much juicy detail as possible. Really bring it to life! Fill it with descriptive details that will assist you in anchoring it to reality. If you want add pictures, drawing, or whatever will make it more real and vivid for you.
4. Dare to dream big. Take some risks as you're writing and really stretch yourself. If fear of failing comes up, note your thoughts on another sheet of paper, and then move back into the inspiration.
5. Does it pass the goose bump test – are you getting goose bumps as you write it and read it back to yourself?
6. Find that energy of the future self you sense and bring it into now; bring it into the description. Write in present tense, as if your dream is happening right now. So thrilling!
7. **WRITE IT NOW!** You have to imagine it to have it. Dare to dream. You can always polish it or add anything you might want to at any time.

When you combine your vision statement with your mission statement and purpose you will have a yardstick to use in measuring your activities and determining your responses to daily situations that develop.

A clearly articulated vision and mission statement is a terrific magnet and filtering device. Tell the world who you are and what you want!

Hold your mission and vision in your mind and take actions consistent with your statements.

At first, this may feel difficult because you will be holding two visions simultaneously – what is, and what could be. This is often referred to as the

“creative tension zone”, or what Robert Fritz, author of *Creating* and *The Path of Least Resistance*, refers to as “Sustaining Structural Tension”. He believes that the mind can only focus on one image at a time, and will do go into overdrive trying to integrate two. The mind will put most of its energy toward the picture that is most often viewed. Therefore, if you focus on “what is”, that is what you will create more of. If you focus on what could be you will begin to create just “what could be”.

“Once you have a mission statement and vision, you will have entered ‘the creative tension zone’. The point to remember is that life is always filled with tension and stress. When you are working on your mission and vision, however, you are experiencing *creative tension*, rather than *random and meaningless stress* brought about by choosing to live according to someone else’s vision.”

Here is an exercise from *The Path* that will assist you in holding your mission statement and vision.

After writing your vision statement, pretend that your mind is like those television screens that have a small picture framed within a larger picture. Which frame is the larger one:

- a. Your future, or your past?
- b. The problem, or the solution?
- c. What is, or what could be?

Now, hold the vision of what is on one screen and what can be on the other. If you can hold the vision of the future—focus on the future and make decisions and take action consistent with your vision, it will be yours!

## *Leela's Purpose, Mission, and Vision –*

I'm sharing my documents with you as an example and a guide. I'm sharing the 2014 version and also my 2012 version.

Once you have yours written, I suggest that you print them out and put them in a binder which will contain Your Mission Map.

### *Purpose:*

**2014** - My purpose is to embody the following energies while grounded in the frequency of the Great Mother Archetype:

- Warrior for truth and justice
- Fiery, Fierce, Free Wild Woman
- Sacred marriage of the masculine and the feminine, bridging worlds
- Wisdom Translated into Insanely Quick Action & Manifestation

**2012** - I am a bridge between the masculine and feminine. More specifically, I am here to show my tribe how to use linear, get-it-done energy in service to the co-creative impulse.

### *Mission:*

**2014** – My mission is to liberate, enliven and empower women leaders to get out of their own way, get unstuck and bring their world-changing missions to fruition.

These missions can range from creating transformative business, changing the political system, helping survivor's or abuse, eradicating huge global problems like hunger, poverty, racism and other injustices and sooooo much more.

**2012** - My mission is to teach, lead, and inspire evolutionary goddesspreneurs (and, enlightened men) to create succulent, profitable businesses that transform lives (to create a new paradigm of business that serves humanity as a whole.)

## *Vision:*

**2014** - I wake up in the morning to the sweet feel of my soulmate touching me which turns into making mad, passionate, tender love. I bounce out of bed with the energy of my passionate, fiery, wild woman in full gear.

I go for a quick rejuvenating swim in our salt-water infinity pool. Sabina, my dearest friend and colleague joins me in the healing waters. We swim and enjoy inspiring conversation. My housekeeper stops by to nourish us both with power smoothies made with all sorts of yummy, healthy, high vibration ingredients.

Sabina and I walk together to the ocean behind my amazing house. Sabina guides us in some sensual movement including yoga, tai chi, belly dancing and kama sutra moves. We end with pranayama and meditation.

Sabina is also a massage therapist and I am the elated recipient of a quick 30 minute massage laced with energy work. My chakras are open and I feel deeply energized and alive.

My fancy shower is invigorating with wonderful jets above my head, like rain pouring over me. Sometimes my soulmate joins me in there ... there is enough room for both of us.

We both enjoy Access Consciousness practices and sometimes we run each others bars in the morning to power start our day.

I dress my body in silky, soft, flowing clothing that feels like pajamas, but looks fantastic. Today, I choose a multi-colored, sexy blouse with flowy, light colored pants that nicely highlight my lovely curves. I am slender and fit and everything looks good on me.

Sabina joins me again to help with my hair and make up. I'm speaking today at a local gathering of powerful women leaders about How to Get Unstuck and Start Making Your Mission Real.

I have a little time before the meeting which I spent reading, writing and reflecting on my PhD thesis having to do with Goddesses, mysticism, psychology, religious studies, justice and business ... some days, I spend the

whole day in this contemplation. I sit in my oceanview office, enjoying the sounds of the waves as I write and create.

My housekeeper brings me a healthy, delicious lunch and I spend half an hour simply eating, finding so much pleasure in every bite and watching the waves.

My limo whisks Sabina and I off to the meeting. We are so excited about the possibilities we will open up these amazing women. They are deeply moved, some of them never having heard another speak so honestly of their inner experience.

Many tears are shed, lives changed, books sold. I've written several best-selling books and my manager has brought some of them with us to share with the group.

We meet colleagues for afternoon tea and we brainstorm about our latest world-changing project and the retreats we are co-creating in Thailand, Peru, Bali and Hawaii.

I return home for a conference call with fellow evolutionary leaders across the world to discuss an inspiring pro bono project. This work draws upon my Warrior for Truth and Justice energy libreating women across the planet. So nourishing.

I complete my "work" day (really playday!) with a mentoring call with my Wild Wealthy Woman Mastermind, a phenomenal group of potent women leaders who are trusting me to mentor them. I feel so enlivened and stimulated by out time together and so fortunate to be the leader of this powerful tribe.

In the evening, my son drops by for dinner at home. He's in college now studying something to do with sports and loves it. He is also the star pitcher and short stop for the baseball team.

My housekeeper has everything chopped and ready for me to whip into his favorite meal. I always wanted a sous chef! My Beloved joins us for a lovely oceanside dinner. The evening is full of great conversation and lots of laughter and hugs.

My day completes with some oceanside reading before delicious nurturing sleep.

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**2012** - I am a leader in the new paradigm of evolutionary business which is grounded in the co-creative feminine and uses linear masculine energy to make things manifest. I am a missionary, a pioneer, incarnated at this time for a specific reason which is revealed to me more deeply each day. I am able to channel my LIGHT AND DARKNESS into any situation, catalyzing whatever transformation is wanting to happen.

I listen and respond to the deepest callings on my life, which manifest through my flourishing business and my projects. I am a master of taking imperfect action and being generative in the face of disappointment. I courageously and generatively speak the truths that others are afraid to acknowledge, let alone say. I am channeling Kali energy as a positive force for change and I magnetize like-minded spirits on similar missions.

My groundbreaking work helps evolutionary goddesspreneurs and enlightened men to bring their gifts and talents into the world through my unique methodology which uses structures in service to the co-creative impulse. I inspire my tribe to confidently step into the biggest version of themselves and to provide practical inner and outer game tools for removing any obstacles that stand in the way. I work when I want from wherever I want and am able to draw in abundant money through following my deepest calling and passions. I contribute to the conscious evolution of the world through my inspiring writing, speaking, workshops, and coaching, both live and virtual.

I call in other like-minded luminaries through the magnetism of my authentic self. My Succulent Self has drawn in souls with similar brightness and vision. I have found my tribe and co-create with them daily. I meet regularly with all of the brightest spiritual lights on the planet and we co-create the future of humanity through our pioneering initiatives in personal transformation and evolutionary business. I am a sought after authority doctoral work with Hindu Goddess energy as it moves through the planet today.

Moneesh and I co-create a healthy and nourishing family environment which supports Vijay's spirit, body and mind to grow into their full flourishing.

We travel the world together showing Vijay the wonder of different countries and the inspiring possibilities for his life. Vijay shines brightly and flourishes under our love, care and guidance and brightens the lives of all who have the pleasure to know him.

I have healed myself emotionally, spiritually & physically through my fabulous self-care and I love bringing similar healing to others. I have a healthy, fit, lean, and strong body, and I will feel comfortable and sexy in my own skin. My body is the divine temple of my strong and powerful spirit and I love taking care of my temple on a daily basis through regular yoga, meditation, breathing practice, strengthening, and eating nourishing food. My home is the divine temple of my family spirit and I give it the highest level of care and regard.

My family, friends, clients, and colleagues are lit up by my very existence and are brought into higher energy vibration from contact they have with me. My light lights up the world and all who are in it. I am them and they are me, and together we will heal humanity.

I will courageously and boldly BE FULLY AND AUTHENTICALLY my deepest SUCCULENT self in every moment, never selling out on myself in service of my fear. I will fully express my unique gifts and talents in the world.