

The Journey

Creating Vision, Purpose & Defining Core Values

words Kristen Johnson
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Solomon's wisdom is as relevant today as it was centuries ago. Without vision, we perish or go "unrestrained," as the NAS Bible puts it. Your vision that you are mentally embracing must always be clear, larger and more magnificent than the conditions or circumstances which you presently find yourself surrounded by in the material world.

It is the vision harmonizing with purpose which creates the inspiration that causes stretching beyond the familiar.

**"Where there is
no vision,
the people perish"**

Proverbs 29:18





Vision, purpose (mission), core values and goals are areas that are frequently confused. Each area plays a role in creating order and growth personally, and within an organization.

The vision establishes order. Vision represents the total journey. It is what you are doing with your life, or who or what your organization is, where it's going and how it's going to get there (Wickman, 2011).

A well defined vision consists of two parts: a core ideology and envisioned future (Collins & Porras, 1996). Core ideology encompasses authentic emotion. As Dr. Townsend teaches, "It's what grabs your heart." This aspect could be considered the organization's (or persons) most fundamental reason for existence. It is unchanging and defines the "why we exist" and the "what we stand for." It's an honest look on the inside. This core ideology consists of both purpose and values.

We have access to the mind of the infinite in which there are no limitations and all things are possible. Our limiting beliefs cause us to stop dreaming and accept our past and present as all there is to life. By awakening our roar and shifting our sense of self, we will move through the process of building a dream.

Mary Morrissey

Core Purpose

It's a positive, forward thinking mission statement -- one sentence. Per Stephen Covey, "Begin with the end in mind."

Core Values

Clarifies who you are, articulates what you stand for, governs relationship focus on 3 values (no more than 5) using only 1-2 words

Vision represents the total journey.

The second part of vision is the picture of the envisioned future. It's aspirational and the power to stimulate the progress of growth. The vision is very detailed words with the vivid description of what it would be like for total fulfillment. It's really describing in detail every aspect of the envisioned future.

In a nutshell, your personal vision is what you want to be, do, feel, think, own, associate with, and impact by some date in the future.

There are no limitations - not in time nor money. This is not about the how -- it is about what it looks like.

Write from the "I am...I have..." perspective. Create the dream vision in the five key areas of your life:

FAITH
HEALTH
RELATIONSHIPS
CREATIVE EXPRESSION
FINANCIAL SUPPLY

dream
BIG

Purpose is the
straightest path
to power and the
ultimate source of
personal strength
— strength of
conviction and
strength to
persevere

The One Thing

References

- Collins, J. C., & Porras, J. I. (1996). Building Your Company's Vision. Harvard Business Review.
Townsend, J. (October 25, 2018) Difference Between Mission and Vision. Retrieved from <https://www.youtube.com>
Wickman, G. (2012). Traction. Dallas, Texas: Benbella Books.

Core Values

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**a compass that helps you align your
decisions and live with purpose**

Here's how to use the following tool to identify your three core values.

1. Review the values. Consider each one by one.
2. Circle the values that resonate with you creating a short list.
3. If the word for your value is missing, create a unique value in the blank space.

Most people choose 10-15 values during the first review of the list.

4. Choose your top three values by reviewing your short list. Cross out those that no longer resonate.
5. Rank the final three values in priority order.

If you are torn between values, you can consolidate by identifying values with similar meanings to you (for example community and connection) or finding values expressed through another value (for example self-expression through creativity).

**“Living into our
values means that we
do more than profess
our values, we
practice them”**

Brene Brown



Abundance	Contribution	Growth	Mastery	Service
Acceptance	Cooperation	Harmony	Nature	Simplicity
Accountability	Courage	Health	Openness	Spirituality
Achievement	Creativity	Home	Optimism	Sportsmanship
Adaptability	Curiosity	Honesty	Order	Stability
Adventure	Dedication	Hope	Originality	Status
Advocacy	Dignity	Humility	Parenting	Stewardship
Altruism	Diligence	Humor	Patience	Structure
Ambition	Diversity	Impact	Patriotism	Success
Authenticity	Drive	Inclusion	Peace	Teamwork
Balance	Efficiency	Independence	Perseverance	Thrift
Beauty	Environment	Individuality	Playfulness	Time
Being the Best	Equality	Initiative	Power	Tradition
Belonging	Ethics	Innovation	Pride	Transparency
Bravery	Excellence	Integrity	Recognition	Travel
Career	Fairness	Intelligence	Reliability	Trust
Caring	Faith	Intuition	Resourcefulness	Truth
Challenge	Family	Joy	Respect	Understanding
Collaboration	Financial Stability	Justice	Responsibility	Uniqueness
Comfort	Forgiveness	Kindness	Risk-Taking	Unity
Commitment	Freedom	Knowledge	Safety	Usefulness
Community	Friendship	Leadership	Security	Vision
Compassion	Fun	Learning	Self-Discipline	Vulnerability
Competence	Future Generations	Legacy	Self-Expression	Wealth
Competition	Generosity	Leisure	Self-Reliance	Well-being
Confidence	Giving Back	Love	Self-Respect	Wholeheartedness
Connection	Grace	Loyalty	Serenity	Wisdom
Contentment	Gratitude	Making a Difference		Wonder

1. -----
2. -----
3. -----