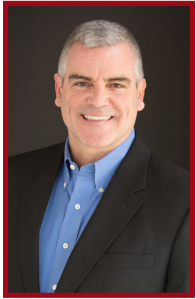
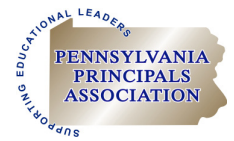


From the Desk of the Assistant Executive Director

What is your mission?



By Dr. Michael S. Snell,
PA Principals Association
Assistant Executive Director

Many years ago, as a young assistant principal, I had the opportunity to attend a one-day seminar hosted by FranklinCovey. As someone who has been and remains deeply interested in personal and professional productivity, I looked forward to that day. The course walked me through setting up a FranklinPlanner and how to use it effectively. You remember those planners ...depending on the size, you perhaps needed a small hand truck to carry it from meeting to meeting. You flipped back and forth between tabs and pockets and then zipped it up and moved to the next meeting (don't even get me started on my transition to the Palm Pilot!).

Unexpectedly, at the beginning of the day, there was a segment on mission statements. We had the opportunity to reflect on who we were as humans, leaders, parents, spouses, etc., and produce first drafts of the qualities that made us unique as people and leaders. We finished the day with a first draft of a mission statement that unleashed years of reflection and work that continues today.

So, if I asked you ...What is your mission?... What would you say? What if you had one elevator ride (think 30-second speech) to tell me why you lead, what your values are and where your passions lie? Do you have a mission statement and your speech ready to go?

Here is why this is so important.

1. As stated in my previous articles, people count on you. I don't know about you, but I want to work for someone who has themselves pretty well figured out.
2. Not all decisions/situations are easy. Often, they require guts, fortitude and courage to stand up and say the right thing or make the right decision in the face of opposition. Do you know what you are willing to stand up for in the face of resistance? What's worth fighting for? This requires someone that has ...pretty well figured out their beliefs and values.
3. You also lead people in your personal life. Often, you make tough decisions, confront family members or hold a child accountable. None of this is fun. But it is equally necessary for you to lead at home, too! The website URL below will lead you to a family mission statement builder.

As a leader of adults and students, you matter! Each day you enter your school, your leadership is tremendously important to those who step into that school looking forward to a great day. Here are three activities (or you can consider them assignments 😊) to move forward with your mission statement:

1. Visit the FranklinCovey website: <https://msb.franklincovey.com/> They have a Mission Statement Builder to start your journey.
2. Another take on a mission statement is what Susan Scott calls a "stump speech." Her excellent book, *Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time*, is a must-read for people in the relationship business (and you are!). Susan's stump speech asks the following questions: Where am I going? Why am I going there? Who is going with me? and how am I going to get there? Conduct an internet search for her personal stump speech and you will find someone who has a direction and a mission!



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- Engage with your family and co-workers regarding your journey toward creating a mission statement. What would they say you believe, stand for and represent? Ask them for feedback as you develop your statement. Keep an eye out for the nouns and verbs as you write and draw meaning from such words.

someone squeezes you, puts pressure on you, or says something unflattering or critical, and out of you comes anger, hatred, bitterness, tension, depression or anxiety, that is what's inside. If love and joy are what you want to give and receive, change your life by changing what's inside" (Dyer, 2013).

Here is an appropriate quote from Dr. Wayne Dyer:

"When you squeeze an orange, you'll always get orange juice to come out. What comes out is what's inside. The same logic applies to you: when

What's inside you will come out. Building a mission statement helps to define you as a human being, a leader and a family person. You know, all that inside stuff! *Good luck on your journey!*

References

Dyer, W. W. (2013, May 13). Why the inside matters. Wayne's Blog. <https://www.drwaynedyer.com/blog/why-the-inside-matters/>
Scott, S. (2004). *Fierce Conversations: Achieving Success at Work and in Life One Conversation at a Time*. (Reprint edition), Berkley.

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For more information or to schedule a workshop in your district, contact Dr. Michael Snell at (717) 732-4999 or msnell@paprincipals.org

