



# Creating a Family Mission Statement

JOHN MUIR HEALTH FOUNDATION  
**Office of Legacy Giving**



# Step 1

Family  
Conversation  
Warm-Up  
Exercise

Gather as a family and record your thoughts about shared family:

- **Vision & Values**
- **Activities**
- **Goals**
- **Purpose**

## Beginning with Gratitude. As a Family We Are Grateful for...



### Identify Shared Vision and Values...

Past: What was modeled by others who came before us?

Present: What is important right now?

Future: What will always be important to us?

### Shared Activities...

How will we show this to others today and in the future?

### Identify a Shared Goal...

How will we know that our Family Legacy is alive?

### Identify a Shared Purpose...

Why will it matter?

### Holding Up a Mirror...

What would others (friends, neighbors, strangers) say about our family values?

# Step 2

## Crafting Your Family Mission Statement

Step 2 can take many forms when formulating your family mission statement including structured writing and creative expressions through art and song. Below are two methods for writing a family mission statement that build upon the exercises in Step 1.

### Method #1 Structured Writing—3 Part Structure

**To**...(Do something)

**In such a way that**...(How and in what manner)

**So that**...(We gain these results or benefits)

#### Samples:

**To** realize our dreams, goals and aspirations as a family and as individuals, **in a way that** stretches our intellect, enriches our faith, strengthens our character and enhances our family life.

**So that** we are fulfilled, happy, confident and always close.

**To** love others,

**In such a way** to help others become the best version of themselves.

**So that** our home may be a sanctuary of fun, authenticity, beauty, order, peace, teamwork, unconditional love, rest, productivity, health, balance and recreation.

### Method #2 Use of Imagery & Symbols

Is there an image or symbol that comes to mind that embodies your core family values?

Steven Covey's family mission statement is one simple sentence—"No empty chairs." He says it represents his family's values that everyone belongs and we never give up on each other.

Another image you can consider is a multi-generational family sharing a meal together. This might depict the notions of abundance, quality time, hospitality, or storytelling. Values shared and learned transcend the use of language.



What images or symbols come to mind for your family? (Draw Below)

# Step 3

## Display Your Family Mission Statement

Lastly, creating a custom display of your Family Mission Statement in your home provides you, your family and friends a permanent reminder of the values you embody—your very own **Family Legacy.**



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