

Mission Statement Creation Process

Purpose: To create a clear, authentic, and inspiring mission statement that will serve as your guiding principle as you embark on your Cortex Executive Leadership journey.

 **by Cortex Leadership Consulting**

Reflect on Your Core Values

Objective: Identify the values that guide your decisions and leadership style.

1

Begin Values Discovery

Start by examining a comprehensive list of leadership values provided by Cortex

- Review each value thoughtfully
- Consider how each aligns with your leadership style
- Choose 10 that resonate with how you want to show up for others and yourself at work & home.

2

Prioritize Your Values

Identify your 4-5 non-negotiable leadership values

- Choose your top 4 values that are your guiding values as you lead others and yourself
- Focus on what truly resonates with your leadership vision

3

Analyze Peak Moments

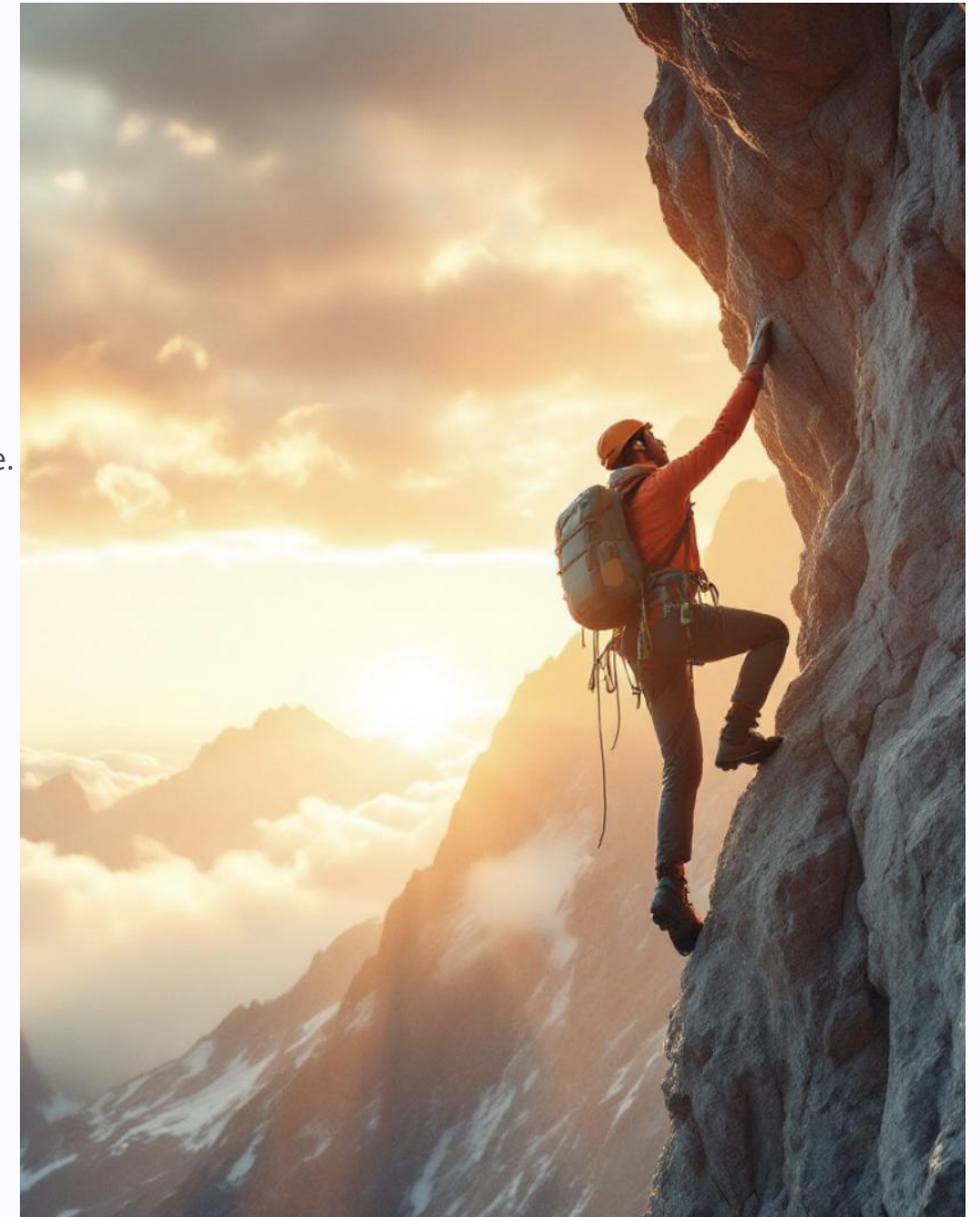
Reflect on your most fulfilling career experiences

- Identify which values were present in these moments
- Look for patterns in your peak experiences

4

Finalize Selection

Outcome: Create your final list of top 3 values to integrate into your mission statement



2. Define Your Purpose

Objective: Articulate why you want to lead others and the impact you want to create.

1

Start With Your "Why"

Complete the sentence: "I am an executive level leader because _____."

Example: *"I am an executive level leader because I am passionate about driving innovation and creating opportunities for others to grow."*

2

Envision Your Impact

Reflect on the legacy you want to leave and the positive change you want to create.

3

Define Your Vision

What positive change do you want to create for your organization, team, and community?

Example: *"I want to build a team culture where team members and stakeholders feel empowered and clients trust our brand."*

4

Synthesize Your Purpose

Combine your why, impact, and vision to create a clear understanding of your deeper purpose for being an executive level leader.



3. Identify Your Strengths and Leadership Style

Objective: Recognize the unique qualities you bring to leadership.

1

Review Past Assessments

Analyze your **DISC, DF, EQ assessments** and **360-degree feedback** to identify patterns in your leadership approach. If you have not had a 360-degree feedback survey in the last 3 years, consider working with your Cortex coach to complete one. You can also measure your team's alignment with each other and under your leadership with a **Cortex Team Alignment Survey**.

2

Identify Core Strengths

Document your top leadership strengths. Example: *"Strategic thinking, operational excellence, and building strong relationships."*

3

Define Leadership Legacy

Articulate how you want others to describe your leadership style. Example: *"Empathetic, visionary, and results-driven."*

4

Synthesize Findings

Create a final list of key strengths and leadership qualities to incorporate into your mission statement.



4. Align with Desired Outcomes

Objective: Connect your mission to tangible outcomes you want to achieve as CFO.

1

Start with Outcome Mapping

Ask yourself: What do you want to achieve as an executive level leader, both organizationally and personally?

- Example: *Drive sustainable growth, foster a culture of innovation, and create long-term value for stakeholders*

2

Define Future Impact

Consider how your mission will:

- Guide your decision-making process
- Influence the people around you

3

Create Actionable Framework

Develop a clear set of goals and outcomes that ground your mission in actionable terms



5. Craft Your Mission Statement

Objective: Combine your values, purpose, strengths, and outcomes into a concise, impactful statement.

1

Start with the Template

"I am committed to [values] by leveraging my [strengths] to [purpose/impact] and achieve [desired outcomes - make sure these are not goals, but rather outcomes you are always working towards and are inspired by - they should engage your head, heart, and gut]."

2

Fill in with Your Elements

Example: *"I am committed to fostering innovation, integrity, and growth by leveraging my strategic thinking and operational expertise to inspire teams, build strong relationships, and create sustainable value for all stakeholders."*

3

Test Your Statement

- Does this reflect my core values and purpose?
- Is it specific enough to guide my decisions?
- Does it inspire me and others?



6. Test and Finalize

Objective: Ensure the mission statement resonates with you and serves as a powerful guiding tool.

1

Gather External Input

Share your draft with your Cortex coach, trusted mentors, colleagues, and coaches, asking if the mission statement aligns with their perception of your leadership.

2

Conduct Personal Assessment

Evaluate whether the mission statement energizes and focuses you when you read it. Consider if it truly reflects your leadership aspirations.

3

Incorporate Feedback

Carefully revise your statement based on both external feedback and personal reflection, ensuring it remains authentic and impactful.

4

Finalize Statement

Lock in your final version once it resonates both personally and professionally, ready to guide your leadership journey.

Guidance



Keep It Visible

Display your mission statement prominently in your workspace, such as on your desk, in your planner, or as a screensaver.



Review Regularly

Schedule periodic reviews of your mission statement to ensure it remains aligned with your growth.



Adjust As Needed

Allow your mission statement to evolve alongside your career path and professional development.

