

## Personal Vision Statement

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Writing a personal vision statement is one of the core techniques coaches use with their clients. The purpose of a vision statement is very similar to how a business would develop and use such a statement – as a measurable picture or description of the future one wishes to achieve.

A vision statement is also something that helps keep you focused and provides direction in your life, or any part of your life.

For example, a vision statement regarding your health may describe a time in the future when you have ideal health, and is specific about what has changed, what it feels like and what benefits this ideal state brings for you.

Vision statements are never negative. They are both optimistic and realistic in describing the ideal future, including defining milestones along the way to the ultimate goal. They can describe progress, but do not include set-backs.

To prepare yourself for writing your vision statement, it may be useful to consider your answers to the following series of questions first:

- What are your core values? These are the beliefs and behaviours you hold most important in life. Examples of values include things such as integrity, respect, honesty, love, etc.

- Your life is made up of ten environments, listed below. Consider what the ideal situation would be for each of these in your future.
  - Health (mental, physical, emotional)
  - Knowledge and Learning
  - Social
  - Financial
  - Family
  - Partner
  - Spirituality
  - Career and/or Business
  - Giving to Others
  - Giving to Myself
  
- What is the reputation you want to have for your life? What would others think to say about your life?
  
- What are your greatest strengths and how can you utilise them best to have a positive impact on your life and/or on others?
  
- What are your greatest opportunities for personal and/or professional improvement so that if you made these changes they would have a profound positive impact on your life and/or others?
  
- What do you want more than anything for your life? Imagine you woke up tomorrow and everything had changed and became your perfect life, what would have changed? And how would you feel?

You may need to work with your coach on some of these questions. And once you feel you have a pretty good grasp of these answers, it's now time to start to put the personal vision statement together.

It's often most important to first put your vision statement in writing. There are opportunities to make them visual and even musical, or some other format a bit later. First, let's get the wording right.

Here are a few guidelines:

- Write in first person, or in other words using “I” statement, such as “I am successful, own my own home, have a loving family...”
- Write in the present tense. Even though we’re looking at your future objective, when you say the words in a manner as if your perfect future was happening now, it’s easier for the mind to start believing it. For example, “I am successful now...”
- Keep it positive. If you want a positive future vision to really happen, then choose your words carefully. This includes potentially being more absolute in your phrasing. For example, “I’m happy and fulfilled” is a much stronger and positive statement than, “I’m relatively happy and mostly fulfilled.”
- Be willing to declare exactly what you want. There’s no need to “soften” it up to make it palatable for others. This statement isn’t about anyone else but you and what you want. You’re allowed to be bold.

Now that you have the wording, the next step is to create a strategy where your personal vision statement serves as a constant reminder of what you’re working toward.

Some people choose to create a visual representation of the personal vision statement, so that it’s more than just the words. Here are a few ideas:

- Create a collage where you collect and paste together images that represent your ideal future. Hang up the collage where you’ll see it every day.
- Draw or paint the image yourself. Frame it and hang it up on your wall.
- Create a video where you describe your vision in detail to the camera. Set yourself a reminder somewhere to play it back to yourself at least once a month, or more frequently if that works better to keep you focused.

- Create an audio file. You might even record it and put it up on your website to be even more accountable to achieving your vision.
- Create a video of words, images and whatever you like and post it on a website like YouTube.
- There are many more ideas...just get creative.

The next step is to develop the plan or plans necessary to make your personal vision statement become a reality.

This is where working with a coach may also be helpful.

The final step is to ensure you continually review your progress toward achieving your vision, celebrating the milestones along the way.

## Acknowledgements and Further Reading

This coaching resource document was created by the [askacoach.com](http://askacoach.com) team, drawing on specific coaching skills, models and knowledge from our individual and collective experiences.

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