

A dark, atmospheric photograph of an elevator entrance. Above the door is a small digital display showing the number '51'. The text is overlaid on the image.

Crafting Your Purpose-Driven Mission Statement (Elevator Pitch)

STEP 1: Identify Your Core Purpose

- What societal problem or community need deeply moves you?
- Who are you fundamentally committed to serving?
- Beyond personal satisfaction, what impact do you want to create?



STEP 2:

Connect Personal Experience to Purpose

- What personal experiences shaped your understanding of this purpose?
- How have you witnessed the problem you want to solve?
- What emotional or lived connection drives your commitment?



Step 3: Define Your Unique Solution/Creation

- What specific solution or approach will you develop?
- How is your approach different or innovative?
- What tangible output or product will you create?



Step 4: Outline Your Personal Growth Strategy

- What skills must you develop to achieve this purpose?
- What areas will you need to learn, even if they aren't immediately enjoyable?
- How will you systematically build capabilities to execute your mission?



STEP 5: Craft Your Elevator Pitch

- Combine insights from previous steps
- Keep it concise (30-60 seconds)
- Focus on purpose, impact, and commitment



Reflection Questions:

- Am I solving a problem bigger than myself?
- Does this mission require me to grow beyond my comfort zone?
- Can I sustain commitment through challenges?



Example:

"I'm dedicated to improving financial literacy among young adults in underserved communities. Growing up, I saw how lack of financial knowledge affected my family and neighbors, and I'm committed to breaking that cycle. I'm creating a mobile app that provides interactive, culturally relevant financial education tailored to young adults' specific needs and backgrounds. To achieve this, I'm not only studying app development and UX design but also diving deep into financial planning, behavioral economics, and community outreach strategies. My goal is to empower a generation to make informed financial decisions and build generational wealth."

This example demonstrates:

1. A clear purpose that benefits others (improving financial literacy in undeserved communities)
2. Personal commitment and motivation (childhood experiences)
3. Specific creation or work (mobile app for financial education)
4. Personal development efforts (studying various fields to achieve the goal)

This approach showcases the individual's commitment to a larger purpose, willingness to learn new skills, and focus on creating value for others.

See RichDads resources, for more information on finding your purpose.