

## Ascend Professional Pathways

Customized professional development to  
**empower** those who drive your mission.



[ascendpropathways.com](https://ascendpropathways.com)

# Professional Mission Statement

When reflecting on your career and professional ambitions, what do you see yourself achieving? Where do you want to be in the next 3-5 years? 10 years? How satisfied are you with where you are today? How confident are you in achieving your goals? How would you rate your current plan in getting to where you want to go?

Creating and establishing a professional mission statement can help guide you in your ambitions and better enable your success. How confident are you in your ability to influence the aspects within your control? Would you know where to start?

Use the following exercise as an assessment and framework to empower you to better achieve your professional endeavors. This process of crafting your professional mission statement can help guide you and keep you accountable, motivated, and consistent along the way.

**Your professional brand can set you apart as a unique and valuable asset, take time to develop a strong and relevant brand for yourself:**

### 1: Assess your current brand:

What are the top 3-5 adjectives that others would say best describe you?

1.
2.
3.
4.
5.

What are 3-5 talents or traits that you feel you do exceptionally well?

1.
2.
3.
4.
5.

What is most unique about yourself?

What meaningful experiences have you had that give you a unique edge?

Reflecting on the above, how would you rate your overall brand?

(On a scale of 1-10: **Weak-Moderate-Strong**)

1 2 3 4 5 6 7 8 9 10

How would you describe your strength in the following categories:

(On a scale of 1-3: **Weak-Moderate-Strong**)

1 2 3

Setting goals.

Being consistent.

Your work ethic.

Ability to deal with stress.

Your tenacity or resilience.

Your creativity.

Your network and ability to develop relationships.

Your resourcefulness.

Your ability to be organized.

Looking at your current results, if you had to define your brand, what words would you use?

What do you like? What would you like to improve? What other insights do you have?

Thinking about your future self, describe the type of person you want to emulate:

What would you want your kids to say are your best qualities? What stories would your grandkids tell about you?

**Your mission statement can be a driving force for improvement and success, be honest and vulnerable when going through the following exercises:**

## **2: Crafting your mission statement:**

List three talents that you have and would like to amplify:

1.
2.
3.

How do you express those talents? (should be a verb like speaking, analyzing, creating):

1.
2.
3.

What is your vision of an ideal world? Fill in the following statement:

"An ideal world is one in which all people experience..."

Now add your talents and intentions:

"I will use my [talents] by [actions] to create a world in which all people [experience]."

List your top 5 non-negotiable core values: (For ideas, you can do a simple web or AI search for popular core values, or you can reference the list at the end of this assessment).

1.
2.
3.
4.
5.

Reflecting deeply, what would you say is your true purpose?

### **3: What value do you provide and to whom?**

Who is your target audience? What specific value do you provide for them? Why would others see you as valuable?

Complete the following statement:

"I help [target audience] achieve [their specific objectives]."

### **4: How are you unique?**

Fill in the following statement:

"Unlike others, I..."

## 5: Making an impact:

What do you want people to say about you after they meet or work with you?

How do you want to be remembered?

What are effective and positive attributes that you already have that you can build on? How?

## 7: Put it all together...

Write 3 different combinations of the above prompts, get creative and develop a strong description of who you are and what you aim to achieve.

Which is your favorite that you would be proud to share with others?

## 8: Moving forward:

Following this exercise, how would you rate your future brand now?

(On a scale of 1-10: **Weak-Moderate-Strong**)

1 2 3 4 5 6 7 8 9 10

What simple behaviors or actions can you start to take to move up the scale 2-3 points?

What long term actions can you take to move all the way up to a 10?

List 3-5 adjectives that you would want others to notice about you in the next 1-3 years.

1.
2.
3.
4.
5.

List 3-5 potential distractions or deterrents that could delay or derail your progress:

1.
2.
3.
4.
5.

How would you need to prepare to avoid or navigate those challenges?

How can you embody your new and improved brand? What are the images that come to mind when thinking about the future? What actions are you taking?

Reflecting on your results, how are you feeling?



To further refine your strategy and establish the best methods  
to achieve your goals, Book a Call with Thomas!

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Visit [AscendProPathways.com](https://AscendProPathways.com) for more tools and resources for achieving  
your goals, navigating challenges, and maximizing your potential!

### Sample List of Core Values:

Accountability	Dignity	Justice	Responsibility
Achievement	Diversity	Knowledge	Results
Adaptability	Empathy	Leadership	Reverence
Advancement	Energy	Learning	Risk Taking
Adventure	Enthusiasm	Listening	Safety
Attentiveness	Entrepreneurship	Long-term View	Security
Authority	Environmental Awareness	Love	Service
Balance	Ethics	Loyalty	Socializing
Being the Best	Fairness	Making a Difference	Spirituality
Belonging	Faith	Money	Stamina
Caring	Family	Opportunities	Status
Caution	Friendship	Organization	Success
Challenge	Focus	Partnering	Teamwork
Collegiality	Forgiveness	Peace	Tolerance
Collaboration	Honesty	Positivity	Tradition
Community	Humor/Fun	Power	Trust
Compassion	Improvement	Prestige	Unity
Competition	Independence	Productivity	Variety
Confidence	Influence	Profit	Vision
Contribution	Initiative	Purpose	Wealth
Control	Innovation	Quality	Winning
Cooperation	Integrity	Recognition	Wisdom
Creativity	Intelligence	Resilience	
Customer satisfaction	Involvement	Respect	