

Create your Family Mission Statement

Workbook

to love, resp
ed full of joy!
trust and
support
you love
fun
Be the best
be happy

Plan for memories today and
leave a legacy for tomorrow

What is a family mission statement and why is it important?

A family mission statement is a summary of your family's shared goals, values and aspirations. It helps provide purpose and words to live by.

Just like successful businesses need a clear and meaningful vision to guide their decisions and path forward, a family mission statement provides a roadmap for families through generations.

It can help ensure that family members continue to preserve family wealth in ways that align with a long-standing purpose and shared values.

Examples:

Be the best at what you love to do and have fun doing it.

To love, respect and support one another. To build an atmosphere of trust and learning. To face life with a sense of humour and enjoy life together. To make this house a place we want to come home to. To spread love and happiness to others.

Our family respects, supports and cares for one another. Because we cherish living in a home filled with love, laughter and happiness.

Five steps to writing your family mission statement

1 Select a time and place that works for everyone

- Make sure all family members are present.
- Include children too – and remember to make the discussion relevant for younger children.
- Choose a place where everyone feels comfortable, like your home.

2 Identify your family's core values

- Discuss goals and shared values.
- Consider each family member's strengths, dreams and aspirations.
- Write everything down and let everyone contribute their ideas openly.
- Stay open minded and don't immediately reject or label ideas.
- Look for a common theme, such as giving to others, education or family connection.



Creating a family mission statement can help:

- Guide family members in managing their inheritance
- Align a family on common goals and values

3

Draft your family mission statement

- Align on your core values and think about ways to bring them to life.
- Create a statement or short description that captures the values of your family.
- Keep your mission statement simple and easy to remember.
- Be creative and have fun! Your statement should celebrate your family values and vision.

4

Display your family mission statement

- Once you have agreed on a statement that everyone is happy with, display it in a place where everyone can see it.
- Make copies for each family member.
- Show friends when they visit and tell them about your family's experience.



TIP:

You could have your mission statement framed, embroidered on a pillow, or find another creative way to make it a part of your home.

5

Review and update your mission statement periodically

- As your family grows and changes, adapt and evolve your mission statement if needed.
- Encourage your family members to continue this tradition when they have a family of their own. It can be another cherished legacy to pass down along with your wealth.

Tips to writing a good family mission statement:

- ✓ Keep it concise – a single, powerful sentence is often enough
- ✓ Make it actionable and specific (avoid being too vague)
- ✓ Don't rush the process; take your time to make sure you get it just right
- ✓ Keep it simple – use plain language that all family members understand

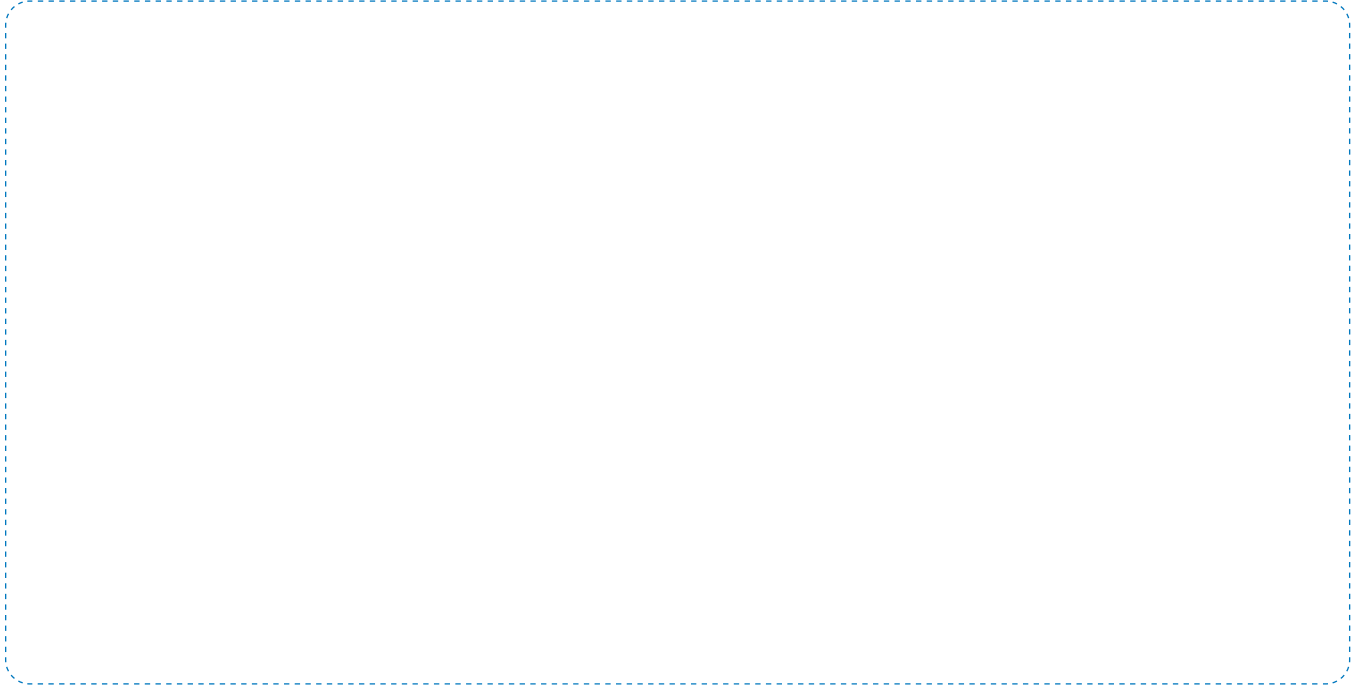
Thought starters

Here are some common words you might want to include in your family mission statement:

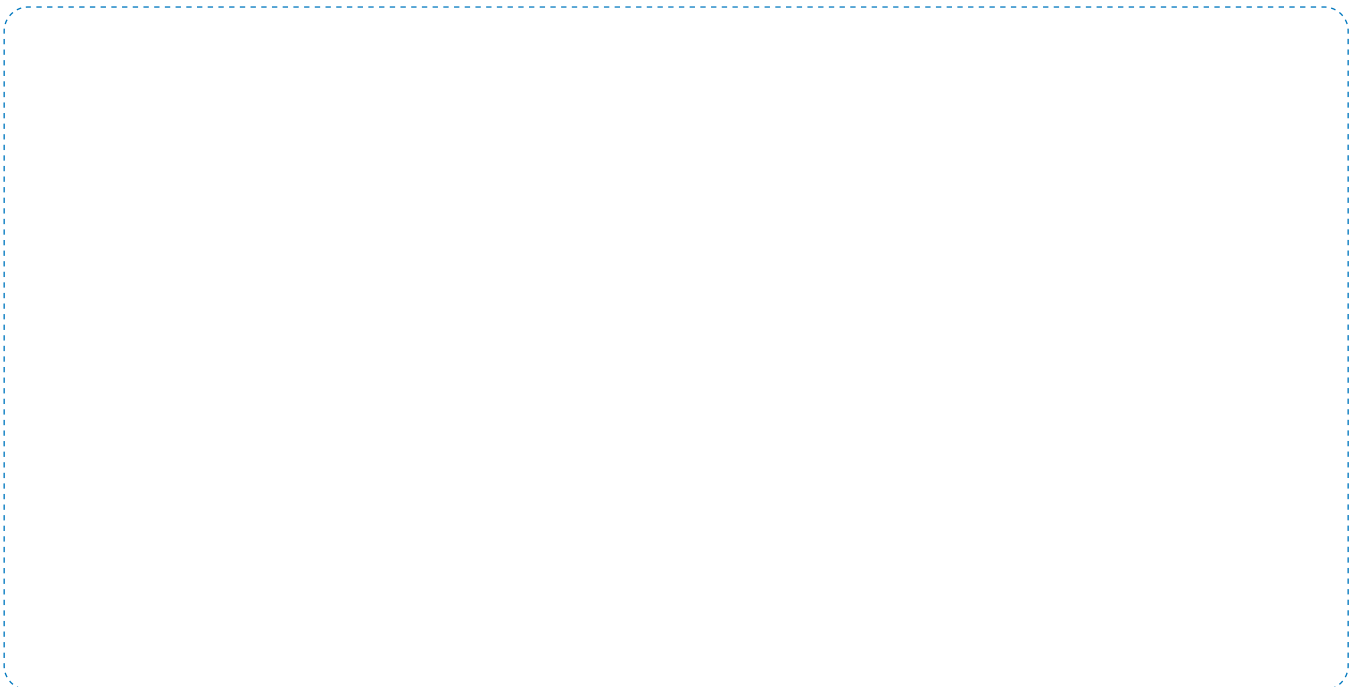
Love Perseverance Spirituality
Respect Courage Support
Faith Humour Adventurous
Wisdom Discipline Positivity
Imagination Growth Thoughtful
Be true to yourself Loyalty
Determined Grit Community

10 questions to consider as you prepare a mission statement

1 | What kind of family do we want to be?



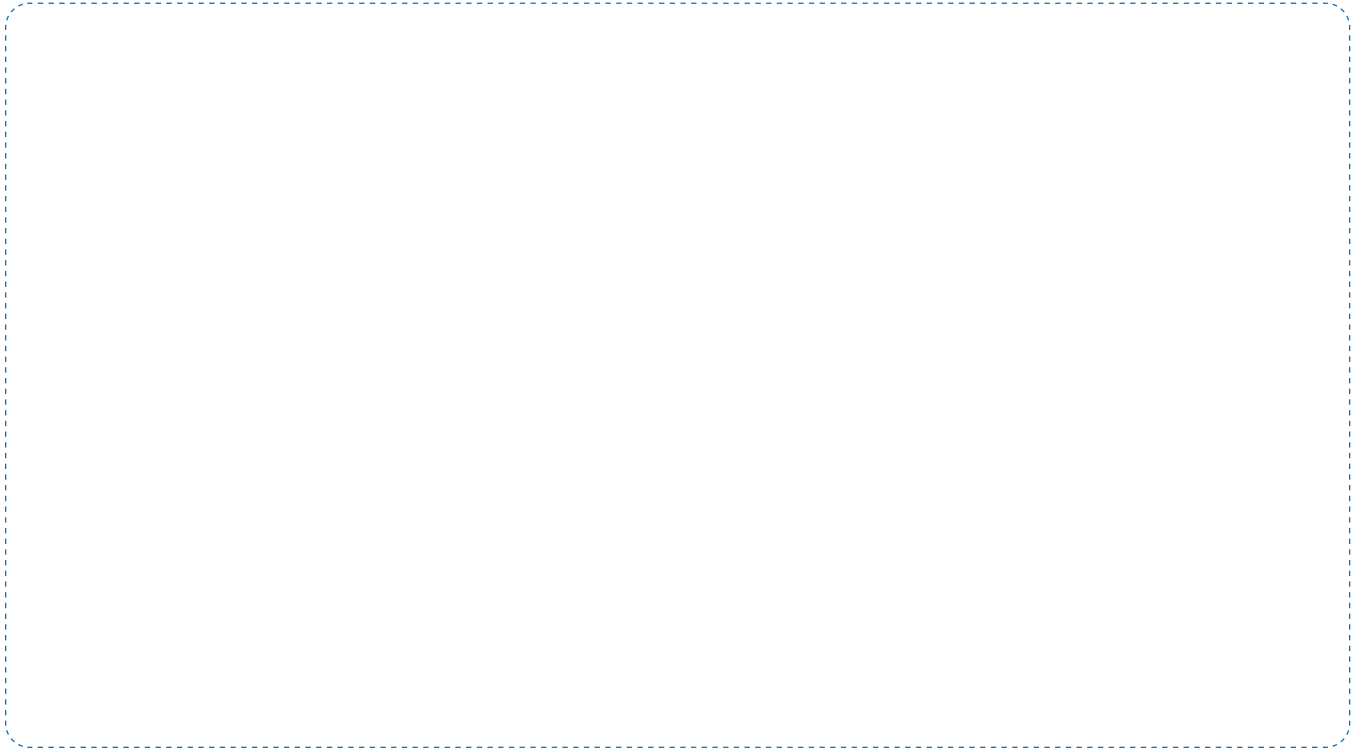
2 | What do we enjoy doing together?



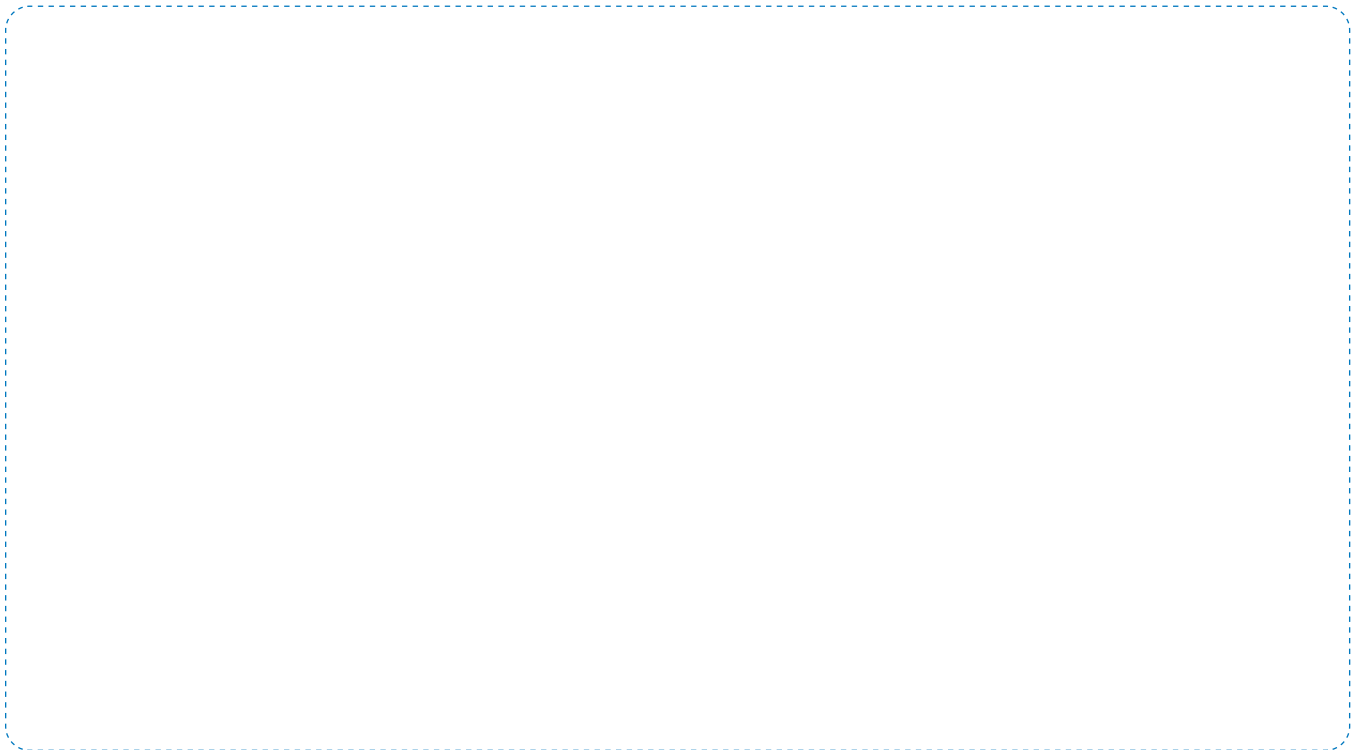
3 | How do we want our home to feel?

4 | What are our responsibilities as family members?

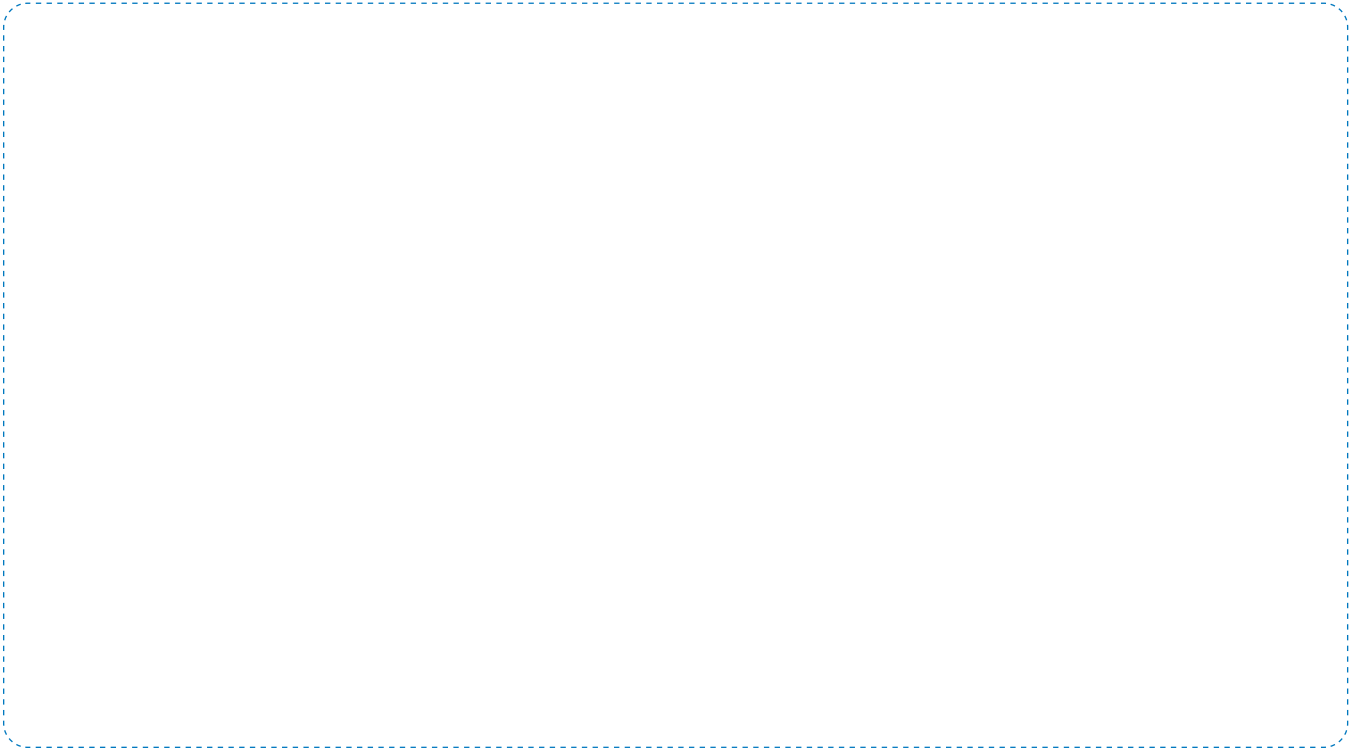
5 | What are the principles and values we want our family to live by?



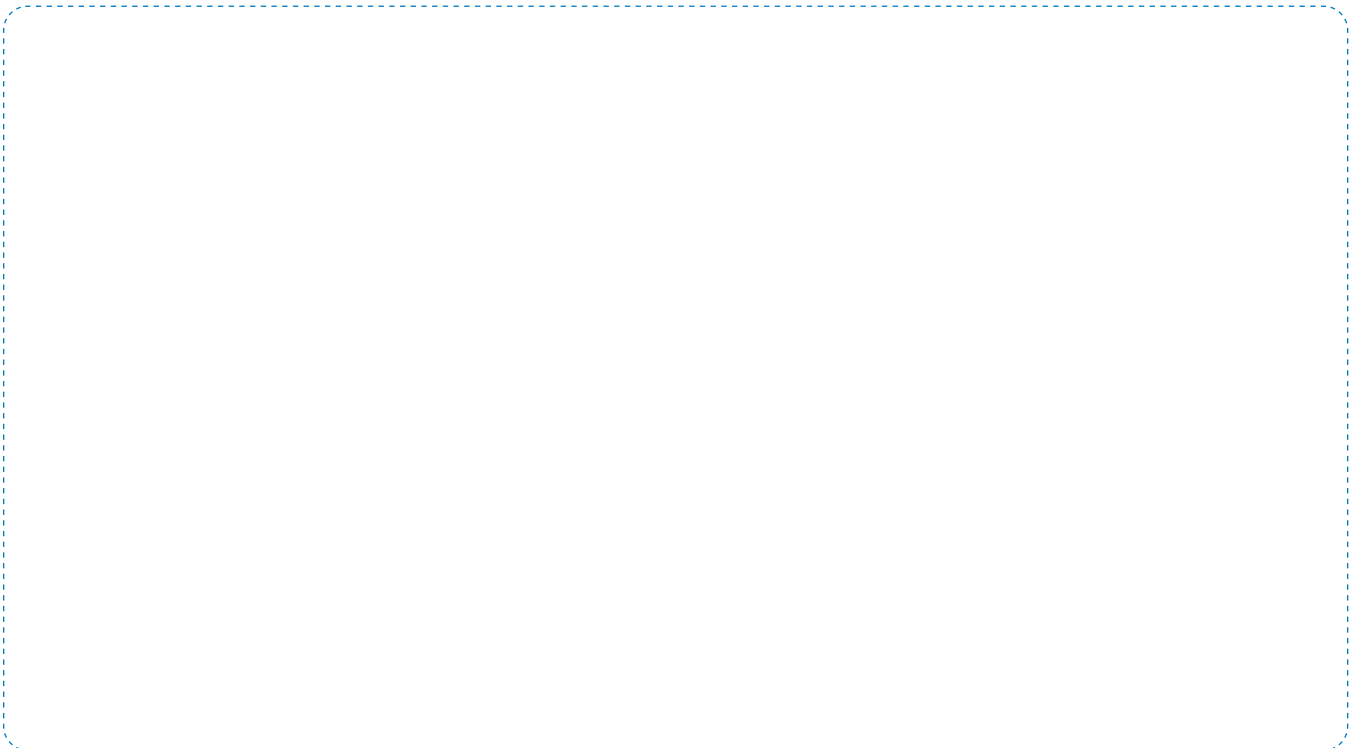
6 | How do we want to be remembered?



7 | What are the top four priorities for our family?



8 | Are there other families that inspire us? If so, why?



9 | Who are our heroes? What is it about them that we admire?

Empty dashed box for response to question 9.

10 | What is most important to us as a family? (e.g., education, giving to others, travel)

Empty dashed box for response to question 10.



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