



**Build Your Image**

DEFINING YOUR  
PERSONAL STATEMENT



**CONNECTING TO SUCCESS**  
PREPARING TOMORROW'S WORKFORCE • TODAY  
POWERED BY **VIA**

# WHO ARE YOU?

## Values | Commitment | Contribution

Declare to the world who YOU are, what YOU'RE committed to, and what YOU contribute.

Together, we are going to create your own personal statement. And I guarantee that just the act of writing it out will increase your self-confidence and help you find greater purpose in your life.

Consider your statement a personal code of conduct for who you want to be, what you will allow into your life, and how you will positively influence those around you.

A thoughtful well-written personal statement will allow you to answer these crucial life questions.

- Who am I?
- Who am I becoming?
- What is my purpose in life?

Align your personal statement with your values so you:

- Stay focused on the way you want to impact the world
- Attract people who share the same values
- Live your life with purpose and clarity

### SAMPLE VALUES

Loyalty  
Spirituality  
Humility  
Compassion  
Honesty  
Kindness

Integrity  
Selflessness  
Determination  
Generosity  
Courage  
Tolerance

Trustworthiness  
Appreciation  
Empathy  
Toughness  
Self-Reliance  
Attentiveness

### PERSONAL STATEMENT TIPS

1. Keep it short. Sum it up in one sentence. Remember: this is your single-most important message.
2. Steer clear of buzzwords or meaningless jargon. I'll leave it at that. (You know what I mean!)
3. Include the people who matter most. Think about the people you want to serve or impact. What does your family enjoy and get excited about most often?
4. Get feedback. Mentors, and close friends can provide you with valuable insight.
5. Make changes. Since you are constantly growing and learning your values will change, your personal statement will almost certainly evolve.

# Let's get started!

Your personal statement needs to fill you with certainty. Write it in the same way you speak; in a way that lights you up. Use words that evoke positive emotions.

## FIVE QUESTIONS TO CLARITY

When you ask good questions, you discover what really fills your life with a sense of passion, purpose and direction. It's time to dig into the good stuff. Get comfortable, sit up straight, turn on your music, take a deep breath and smile.

## WRITE AT LEAST ONE PARAGRAPH FOR EACH OF THE QUESTIONS.

### **What am I all about?**

What am I known for? What do I want to be known for? What do I value above all else?

### **Who inspires me the most and why?**

Refer to people you know personally in everyday life, those with whom you are familiar through various media channels, or even people you admire from history.

### **What does "the best" look like for me?**

"The best" means a life where you are creating as much value for as many people as possible. What shape does that take for you? This is the time to kick your imagination into high gear!

### **How do I want to act?**

How do I want to feel daily? How do I want people to describe me? How do I want people to feel around me?

### **What will be my legacy?**

Imagine 100 years into the future; what does the impact you've left look like?

Once you've finished trim down your thoughts, cut each paragraph down to one sentence. Leave only what excites you, and inspires you to take action right now. Don't worry if the sentences aren't perfect. You're not finished yet.

# IT'S TIME TO PUT IT ALL TOGETHER!

Referring back to your answers from earlier, fill in the blanks below to create the first draft of your personal statement. Use it as a guide to get your top points on paper.

My goal is to

in order to serve

in such a way that

Rewrite your personal statement.

Say it out loud.

Rewrite it again.

Say it out loud.

Smile while you say it.

Repeat this process as many times as needed until you feel congruent in mind and body.

Print it out. Post it everywhere. Frame it if you like.

## CONGRATULATIONS