



Stepping Into Your Business Mission Metaphor

Do you feel your mission with every cell of your being? While we may be aware of our mission, we don't always feel as connected to it as we could. When we then try to translate this into our day-to-day activities, we get distracted, procrastinate, or let fear and limiting beliefs get in the way. This exercise is designed for you to integrate all that you do with your mission and core values, and to bring them into your day to day activities. We will be revisiting in the modules to come so we can spot anything that is out of alignment, needs refining, as well as to make what you do as focused and highly intentional as possible.

We are going to build the mission and values state for your business. A coming together of your personal and business mission, your values and we are going to bring that into your chosen market, thereby infusing it with mission and purpose.

As we go through this process, it is important that you experience each step fully. Don't fake it or rush through it. This is not a cognitive process, it involves your entire mind-body-emotion system. Also, have your written down mission and values in front of you for easy access.



The process:

1. The first step is to think of the metaphor of your business mission. What is your business mission like? What symbolizes this? As you see what your metaphor looks like, I'd like you to step into it fully and completely. What do you see, hear and feel inside this metaphor that is your mission? Notice how connected you now feel with your mission.
2. The next step is to add your core business values into this metaphor. Take a look at these core values. Think of the first one. When have you felt that value before? Think of something small and simple, a situation where you felt this strongly and in just the way that you want to experience it. Step into this fully and completely, see what you see, feel what you feel and hear what you hear. As you feel this, bring it into your metaphorical space. How do you represent this so that it become part of your metaphor and it's always there to inform you in your day-to-day running of your business? Is it a change in color, adding a symbol, or perhaps something you say or do? Take a moment to let your other-than-conscious mind to present this to you. Let it settle and integrate into your metaphor and notice how that enriches it.
3. Repeat step 2 for all the other core values as well. Let all of these values merge together and integrate with your metaphor. What is that like? How does that settle?
4. Now, bring this experience, this feeling, to your niche. Think of problem you'll be solving and for whom, your chose niche, through the eyes of your mission, vision and values.
5. As you think of doing the things you need to do for your business in the next few days and weeks and months to come, even those things you don't know how to do yet, that you still need to learn, taking this metaphor with you in all that you do. What difference will that make? What will that open up for you? Any objections?
6. Go to that part of you that makes and executes decision. The CEO if you will. Will you bring this with you in everything you do? Do you decide to let this sense of mission and purpose drive you in your day-to-day business?