

Personal Mission Statement Of 13 CEOs And Lessons You Need To Learn



Drew Hendricks Contributor ⓘ

I cover what entrepreneurs are looking to learn.

Balancing professional and personal lives are challenging no matter where you are on the totem pole. However, for CEOs it can be nearly impossible. CEO's like Max Schireson make headlines for stepping down in order to spend more time with his family; one thing is clear: This whole work-life balance thing isn't easy for anybody.

A lot of insight can be taken from the *personal* mission statements of CEOs. This is their promise to themselves, to their work and to their families. Unlike the mission statement of their company, which they may have helped draft, this statement is just what it says: Personal. It is meant to convey who they are as a person wearing multiple hats in their daily work habits and the increasing requirements to measure metric success in the CEO's daily tasks. Take a look at these 10 inspiring personal mission statements from successful CEO's—they just might serve as inspiration for you:

1. Denise Morrison, Campbell Soup Company

Morrison admits to taking a long time to craft her personal mission statement: “To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference.” It's simply stated, not overwhelming and can be applied to all aspects of her life. In leading this major company Denise has made for herself,

and us, a strong, and stirring statement.

2. Gloria Horsley, [Open To Hope](#)

Horsley's statement is "To help people find hope after loss" who helps more than 500,000 people each year with articles on hope and inspiration. She travels the globe and encourages others to "be the comfort for others that have suffered a loss in their life. Even if it's just a hug, that will help more than words could ever express."

3. Amanda Steinberg, [Dailyworth.com](#)

Amanda's personal mission statement: "To use my gifts of intelligence, charisma, and serial optimism to cultivate the self-worth and net-worth of women around the world." This self-bolstering statement can bolster you too. A great message for women. Us lowly men can grab some ideas worth incorporating from Steinberg, too.

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4. Oprah Winfrey, [OWN](#)

Known for her communication skills, Oprah's mission statement is: "To be a teacher. And to be known for inspiring my students to be more than they thought they could be." Steeped in her legendary humility, Oprah communicates her mission as more of a journey; with goals she's yet to achieve, putting her and us in forward-thinking mode.

5. Richard Branson, [The Virgin Group](#)

Nobody said a personal mission statement has to be serious. Branson's is "To have fun in (my) journey through life and learn from (my) mistakes." Simple,

feasible, straight to the point and possibly more important, his statement leaves you with a dash of joy. (Watch his airline commercials if you want to walk with a little 'air' in your step!)

6. Amy Ziari, “Pasta”

The marketing guru who founded the Pasta, a noted consulting agency, says her personal mission statement is “To live life with integrity and empathy, and be a positive force in the lives of others.” I'm sure this statement is helping her navigate the multiple channels of her career. This is easy to remember; one, two three. Integrity, Empathy, Positive force. Got it!

7. Sanjeev Saxena, POC Medical

Saxena has helped millions of women detect breast cancer early. POC Medical helps women all over the world detect breast cancer for as low as \$2, this allows people in 3rd World Countries to be able to afford early breast cancer detection. Currently it costs around \$100 in 3rd World Countries. His goal is "To develop next generation diagnostics to provide a better life."

8. Katie Arnold, Talk Less, Say More

“To constantly be striving to be the best version of myself—in my job, with my health and fitness, with my relationships with family and friends, and with my emotional well-being.” Arnold strikes the perfect balance while encompassing numerous aspects of her life.

9. Jonathan Kaplan, Build My Bod

"Transparency = Success" says Kaplan, a medical doctor who has helped 1000's of Doctors transform their practice to have better price transparency online. The best way to help your customers is to be 100% transparent and show them everything.

10. Joel Manby, Herschend Family Entertainment

According to Manby, “I define personal success as being consistent to my own personal mission statement: To love God and love others.” Mixing religion with business is a gamble (unless of course the CEO is leading a faith-based organization). You can easily turn off a lot of partners and consumers with such a move, but you can also gain a new, stronger following. Make this move only after plenty of research and self-reflection.

11. John Rampton, [Hostt.com](#)

"I want to make it so that every person in the world can afford to start their own business." states Rampton. "Give people a cheap way to start a business and innovation will ignite in every nation." He has been helping change the online hosting world for the past 6 years allowing people to host their website online. His journey has led him to work with many companies in the bay area as well as tons of companies around the globe.

12. Makeda Pennycooke, “[Makeda Pennycooke](#)” **Business Strategies**

Pennycooke’s statement about her commitment to succeed: “Through faith, vulnerability and an anchoring presence, I hold space for others to courageously risk revealing their messy, broken pieces; discover the redemptive power of grace, and stand in their most authentic truth so they may unravel into their best selves.” This statement has a few surprising aspects in it that are worth taking a look at.

Keep your own statements brief, simple, and memorable. It doesn't have to be all encompassing. Most importantly, go back to your personal mission statement as a reminder of what’s important to you.

13. Craig Clark, [Pillows](#)

After serving in the United States Marine Corps, Craig set out on a mission to deliver to every house in America the same pillows found in the top hotels around the world. "You have to be willing to venture where nobody else is willing to go as well as provide a service that everyone needs."

Success comes in many different shapes and sizes. As you start along your entrepreneurial journey, remember to always have a purpose behind everything that you do. Stand for something and give back. Learn from these CEO's and what you can do to help other people in your same shoes.



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I'm a tech, social media and environmental addict. I've also written for many major publishers such as National Geographic, Technorati and The Huffington Post. I have a... **Read More**
