

W O R K B O O K



STATEMENT *of* EXCELLENCE

CAMERON C. TAYLOR

STATEMENT *of* EXCELLENCE

WORKBOOK

Steps to discover, write down, and
achieve your inspired mission and goals.

CAMERON C. TAYLOR



2007





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If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes.

ANDREW CARNEGIE

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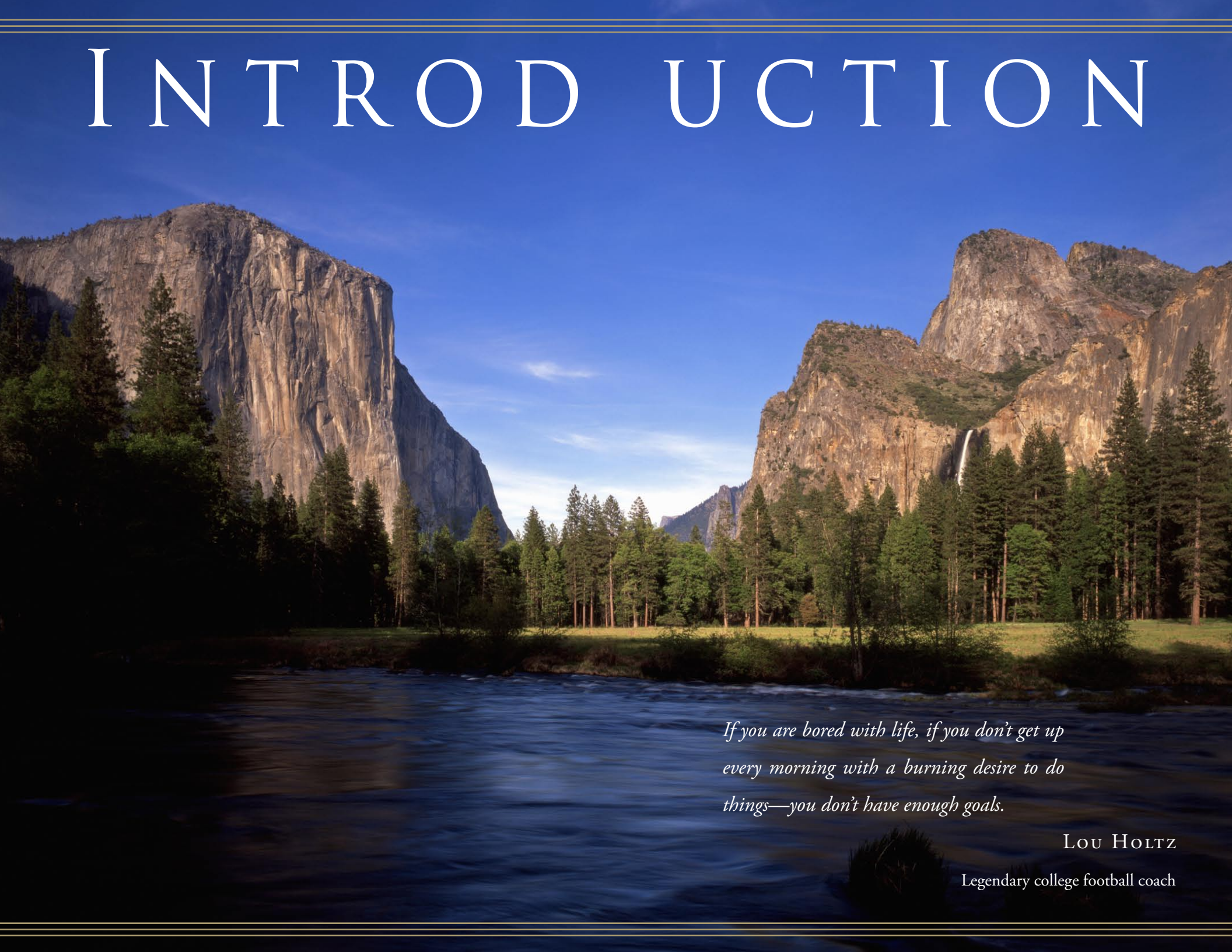
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*One of the most powerful forces in the world
is the will of men and women who believe in
themselves, who dare to hope and aim high,
who go confidently after the things they want
from life.*

RICH DEVOS

Owner of the Orlando Magic

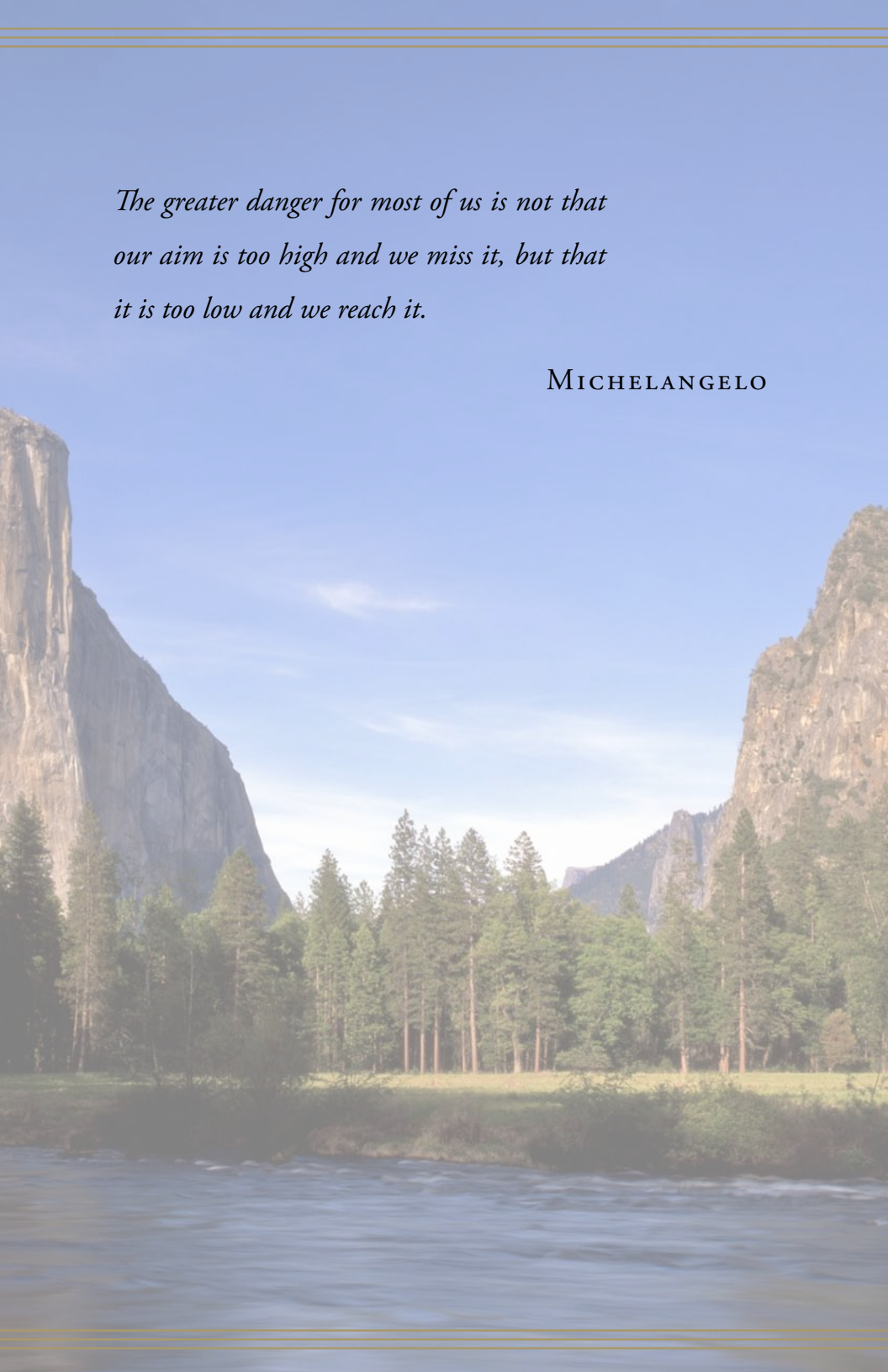
INTRODUCTION



If you are bored with life, if you don't get up every morning with a burning desire to do things—you don't have enough goals.

LOU HOLTZ

Legendary college football coach



*The greater danger for most of us is not that
our aim is too high and we miss it, but that
it is too low and we reach it.*

MICHELANGELO

INTRODUCTION

I have been conducting workshops for years helping people become leaders of their lives and leaders to others. I remember an occasion when I was asked to present a Statement of Excellence Workshop™ to a group at a two-day conference. My presentation was scheduled for Saturday morning. On Friday, the conference had a guest lecturer. He knew that Saturday was to be spent going through a Statement of Excellence Workshop™, and he began to criticize and discount the value of developing vision statements and mission statements. He said they were of no value because they are just words people put on a wall that really didn't mean anything. He told of several organizations that created a mission statement, and it did not improve their organization.

I would agree that oftentimes a mission statement, goals, defining values and the such are often ineffective or nonproductive, but that is not because mission statements and goals are ineffective tools. It is because they are either created or used incorrectly. What I call the "hammer analogy" helps to illustrate this point. Let's say you have a perfectly good hammer, but you never use it. It stays in the tool box all the time. Or let's say you have a perfectly good hammer, but you don't know how to use it. You try to hammer in nails with the claw of the hammer or with the handle. Is the hammer a bad tool? Of course not. Or let's say you design a hammer, but you build the head of the hammer out of cloth and then try to hammer in nails. Your newly designed hammer doesn't produce the results the designer promised. So you decide developing a hammer was a waste of time. You blame the lack of results on the hammer when the hammer doesn't deserve the blame at all.

The problems with mission statements and goals are similar to those mentioned in the “hammer analogy.” There are many workshops, books, and programs to help people develop mission statements and goals, but their design is flawed and thus the statements and goals they develop will never be very effective. Mission statements and goals can also be ineffective if people do not put forth the effort to utilize them. Then when they do not produce results, they blame the tools saying it did not work when the tool is not the problem at all. The problem is the fact that their mission statements were designed incorrectly, they do not know how to use them, or they choose not to use them.

I believe that one of the most powerful ways to obtain excellence in every aspect of your life is to develop what I call a personal Statement of Excellence™. However, in order for a Statement of Excellence™ to be an effective tool it must be created correctly, you must know how to use it, and then you must utilize it regularly. Creating and living by a Statement of Excellence™ is a great way for you to apply and live the principles of success.

This Statement of Excellence Workbook™ is designed to help you capture a vision of what you can become and what you can accomplish. Many problems in life result from a lack of vision, purpose, direction, and commitment. Creating and living by a Statement of Excellence™ creates commitment, energizes, establishes a standard for excellence, and enables people to transcend the status quo. A Statement of Excellence™ helps you define what kind of life you want to live, what you want to accomplish, and the kind of person you want to be. It is more than just idealistic thinking. It is a system which enables you to make your ideal a reality. Creating and living by a Statement of Excellence™ enables ordinary people to accomplish extraordinary things. Mahatma Gandhi taught, “I claim to be no more than an average man with below average capabilities. I have not the shadow of a doubt that

any man or woman can achieve what I have if he or she would put forth the same effort and cultivate the same hope and faith.”

A Statement of Excellence™ includes four key elements: mission statements, long-term goals, value statements, and a vision statement. The following chapters will discuss each element of an effective Statement of Excellence™ and contain questions and activities to help you to create your personal Statement of Excellence™.

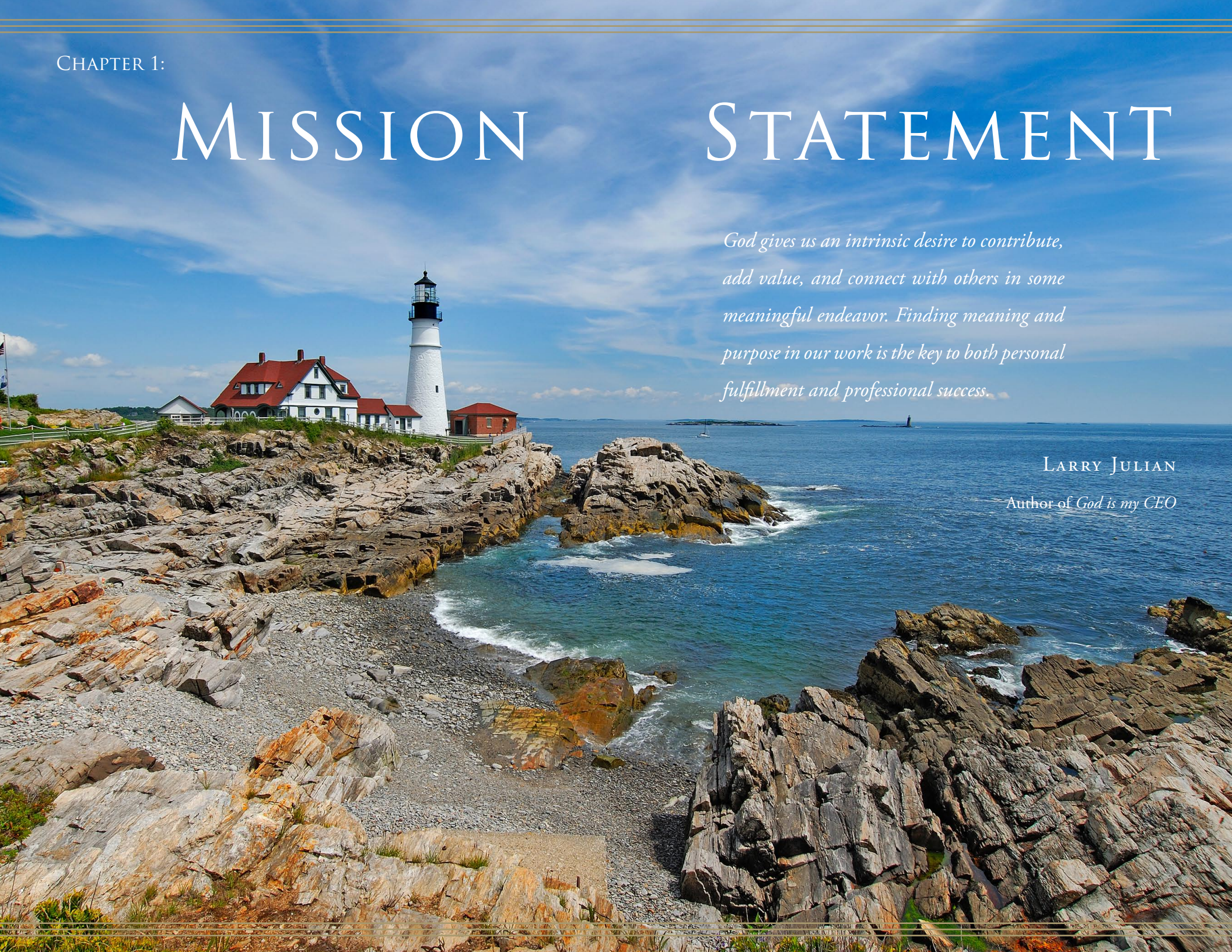
CHAPTER 1:

MISSION STATEMENT

God gives us an intrinsic desire to contribute, add value, and connect with others in some meaningful endeavor. Finding meaning and purpose in our work is the key to both personal fulfillment and professional success.

LARRY JULIAN

Author of God is my CEO



Writing or reviewing a mission statement changes you because it forces you to think through your priorities deeply, carefully, and to align your behavior with your beliefs. As you do, other people begin to sense that you're not being driven by everything that happens to you. You have a sense of mission about what you're trying to do and you are excited about it.

STEPHEN R. COVEY

Author of *The Seven Habits of Highly Effective People*

CHAPTER 1

DEVELOPING A MISSION STATEMENT

VISION VS. MISSION

Later in the workbook you will develop a vision statement. Many programs and books will have you develop a mission statement, but rarely do they talk about a vision statement. A vision statement is the process of defining a future ideal state—a description of your ideal life and the end result of your work and efforts. A mission is distinctly different. Your mission is the roles/stewardships you will fulfill to accomplish the vision.

For example, Christ has a vision of the ideal state of happiness and eternal life for men and women. His mission identifies His role in bringing to pass this vision. Jesus stated of his earthly mission, “I am come that they might have life”¹ and “joy in God.”² Christ’s role in bringing joy and eternal life to men and women was to overcome sin and death by taking upon Himself the sins of the world and by rising from the tomb following His crucifixion. The apostle John wrote, “[Christ] is the atoning sacrifice for our sins, and not only for ours but also for the sins of the whole world.”³ The apostle Paul wrote, “Now is Christ risen from the dead . . . in Christ shall all be made alive.”⁴ These acts of Christ have enabled the vision of joy and eternal life for mankind possible. As a result, “whosoever believeth in [Jesus Christ] should not perish, but have everlasting life.”⁵

Disciples of Christ share the same vision as Christ of everlasting life but each individual has a different mission or role in the vision's fruition. One may have a stewardship of pastor, Sunday school teacher, doctor, writer, father or mother. The stewardships and missions will vary, but disciples of Christ all have the same vision of happiness and eternal life.

OUR GOD-GIVEN MISSIONS

We each have been given special gifts and talents from God, which only we possess. There are specific ways in which each of us is to contribute to society. "Everyone has his own specific vocation or mission in life to carry out a concrete assignment which demands fulfillment. Therein he cannot be replaced, nor can his life be repeated. Thus, everyone's task is as unique as is his specific opportunity to implement it."⁶

Discovering our God-given missions begins by asking the question the Apostle Paul asked, "Lord, what wilt thou have me to do?"⁷

"Most of us would like to make a positive impact on the lives of others and on our world. If we do not feel that this is in some way happening, we tend to experience a sense of emptiness, low self-worth, futility, and sometimes even depression."⁸ Everyone is born with a God-given mission they are to perform. We were not sent to earth by God to be born, pay the bills and die. God sent us here for a purpose.

"We detect rather than invent our missions in life. . . I think each of us has an internal monitor or sense, a conscience that gives us an awareness of our uniqueness and the singular contributions that we can make."⁹

ALL THINGS ARE SPIRITUAL

True disciples of Christ have learned to include God in all their actions. They seek to honor and glorify God in all they do. In the eyes of God, the world is not compartmentalized into temporal and spiritual for all things are spiritual to Him. "There is one God and Father of everything. He rules everything and is everywhere and is in everything."¹⁰

We must learn to involve God in everything we do. The Lord has commanded us to work and provide for ourselves and our families. The Lord said to Adam, "In the sweat of your face you shall eat bread, till you return to the ground."¹¹ The apostle Paul taught, "But if any provide not for his own, and specially for those of his own house, he hath denied the faith, and is worse than an infidel."¹² We should do all our work for the love of God, and He will guide and strengthen our performance.

A 17th century cook learned to do his work not for himself but for God. He began each day with this prayer, "O my God, since Thou are with me, and I must now, in obedience to Thy commands, apply my mind to these outward things, I beseech Thee to grant me the grace to continue in Thy presence; and to this end do Thou prosper me with Thy assistance."¹³ He said of his work as a cook, "The time of business does not with me differ from the time of prayer; and in the noise and clutter of my kitchen, while several persons are at the same time calling for different things, I possess God in as great tranquility as if I were upon my knees at the blessed sacrament' . . . The foundation of the spiritual life in him had been . . . that he might perform all his actions for the love of God."¹⁴

"Today we often feel we must 'get away' from our daily routine in order to worship God, but . . . worship [is] not an event to attend, but a perpetual attitude."¹⁵ Our jobs and businesses should

be driven by service and viewed as an ever-unfolding and expanding ministry. What we do, we should do for God. The apostle Paul taught, “Do your work heartily, as for the Lord rather than for men.”¹⁶

As Sam Walton, founder of Wal-Mart, neared the end of his life dying of cancer, he reflected on his life’s work and wondered if he should have spent his time on something else to improve the world. He wondered if he made the right choice to invest so much time in building Wal-Mart. After much thought he concluded that his work at Wal-Mart was his life ministry—that through his retail business, he was able to improve and bless the lives of others.

“I believe it is well within the natural order of things to have everybody humming while they work. As a noted economist recently stated, ‘Unemployment is a characteristic unique to the human species only. All the other creatures and creations seem to know what they are supposed to be doing.’”¹⁷

QUESTIONS TO HELP YOU DEVELOP
YOUR MISSION STATEMENT

Pray and ask God, “Lord, what wilt thou have me to do?”¹⁸ Write down impressions and thoughts that come to me.

What do I deeply enjoy doing?

If I had unlimited time and resources, what would I do?

What three or four things are most important to me?

What can I do best that would be of worth to others?

What would I like said about you at my funeral?

Other

EXAMPLES OF MISSION STATEMENTS

Walt Disney’s mission statement:

To make people happy.

Best-selling author Ken Blanchard’s personal mission statement:
“To be a loving teacher and example of simple truths that help myself and others to awaken the presence of God in our lives.”¹⁹

Additional Sample Mission Statements:
“To strive each day to be willing to pay the price to achieve greater happiness, confidence, and spiritual growth. To do some work that benefits others and that is enjoyable to me. To treat others based on the principles that I hold as important.”²⁰

“My mission is to live with integrity and to make a difference in the lives of others.”²¹

FORMULATE A ROUGH DRAFT OF YOUR MISSION STATEMENT

Write your Mission Statement below:

*We discover our God-given missions and
begin the inspired goal-setting process by
asking in prayer, 'Lord, what wilt thou have
me to do?'*

CAMERON C. TAYLOR



A silhouette of a man lifting a child on a beach at sunset. The man is on the left, looking up at the child who is being lifted into the air. The background is a vibrant sunset over the ocean, with the sun low on the horizon and its light reflecting on the water. The sky is filled with orange and yellow clouds. The overall mood is warm and hopeful.

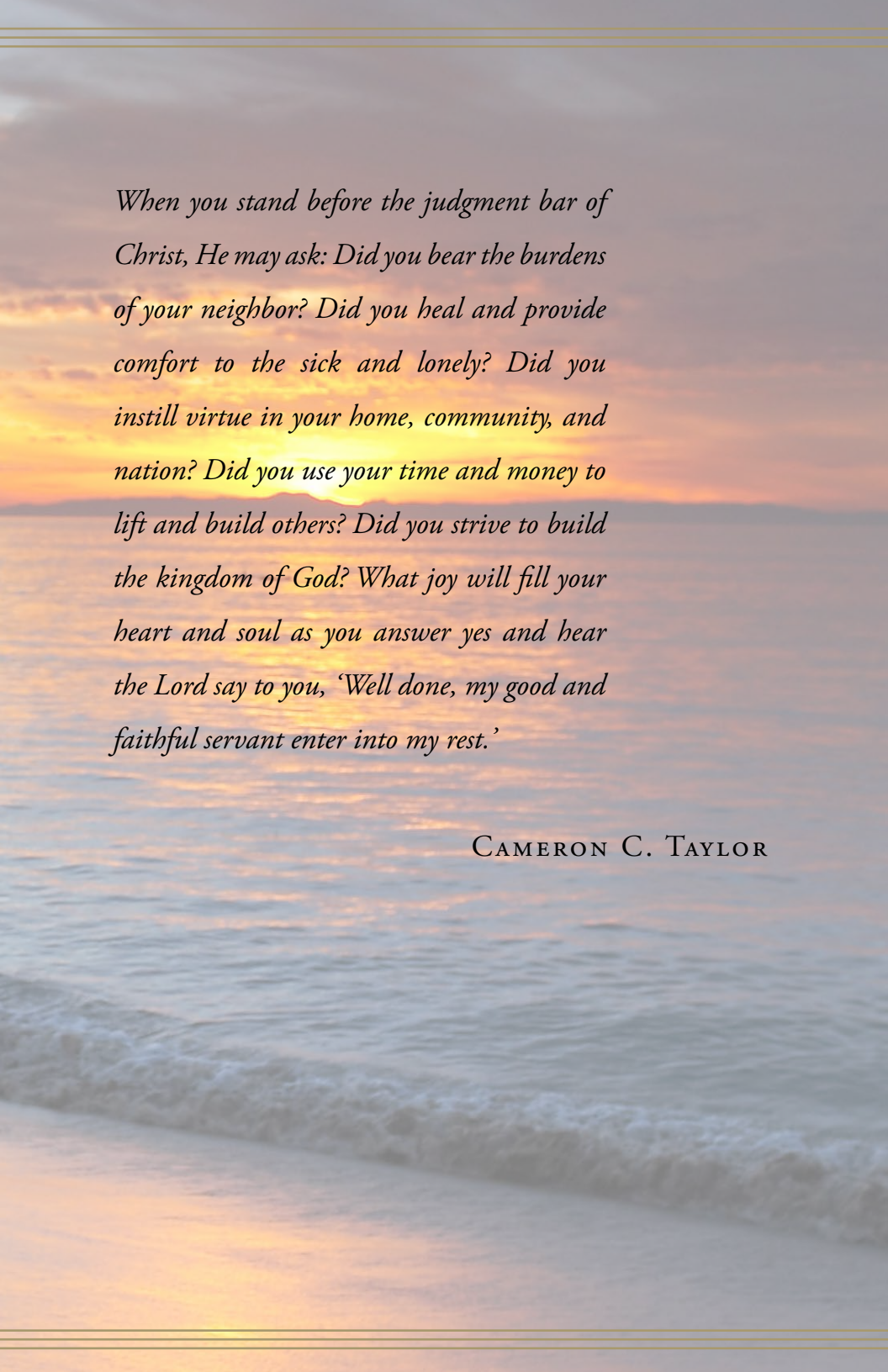
CHAPTER 2:

STEWARDSHIPS

*Preachers are put here to minister to our souls;
doctors to heal our diseases; teachers to open
up our minds; and so on. Everybody has their
role to play.*

SAM WALTON

Founder of Wal-Mart



When you stand before the judgment bar of Christ, He may ask: Did you bear the burdens of your neighbor? Did you heal and provide comfort to the sick and lonely? Did you instill virtue in your home, community, and nation? Did you use your time and money to lift and build others? Did you strive to build the kingdom of God? What joy will fill your heart and soul as you answer yes and hear the Lord say to you, 'Well done, my good and faithful servant enter into my rest.'

CAMERON C. TAYLOR

CHAPTER 2

STEWARDSHIPS

We each have various stewardships and responsibilities. I for example am the president of multiple organizations, a volunteer pastor, a husband, and a father. Within each of these stewardships, I have a mission and specific goals related to each. Identifying each of your stewardships and your mission and long-term goals in each will help you maintain a balance, and focus on the things most important in each of your stewardships.

RENEWAL

There is one stewardship that everyone has—your personal renewal and growth. Christ is the perfect example of being well developed in all facets of life. He began at a young age to develop in all aspects of His life. Luke's description of the development of young Jesus illustrates this point. "And Jesus increased in wisdom [intellectual], and stature [physical], and in favour with God [spiritual] and man [social]."²²

Disciples of Christ follow Christ's example of developing and renewing their life spiritually, socially, intellectually, and physically. The four areas are interrelated as are the four tires of an automobile. If one tire is low on air, the other three are adversely affected. If one tire goes completely flat, the other three tires are unable to function. The four areas of our lives are highly interrelated. For example, our spirituality may be effected by our physical health. If your physical health is impaired, your spirituality may also suffer. We perform at our best when we excel in all four areas (spiritual, social, intellectual, physical).

WRITE DOWN WHAT YOU CAN DO DAILY
TO ENSURE YOUR GROWTH AND RENEWAL

Spiritually:

Socially:

Intellectually:

Physically:

What books will I read to help me renew and grow spiritually, socially, intellectually, and physically?

What stewardships in life will help me fulfill my life's purpose and vision? (i.e. father/mother, husband/wife, student, church member, work, family, community leader, writer, teacher, business owner, etc.)

What stewardships do I currently have? Do they help me obtain my mission and dreams? Why or why not?

Of the stewardships I have identified, what stewardships will I focus on? (i.e. father/mother, husband/wife, student, church member, work, family, community leader, writer, teacher, business owner, etc.)

1

2

3

4

5

6

7

What is my purpose/mission in each stewardship?

1

2

3

4

5

6

7

Other

EXAMPLES OF
STEWARDSHIPS AND MISSIONS

Stewardship: Father or Mother

Mission: To set a good example for my children of a disciple of Christ. To teach and provide my children opportunities to learn and grow. To prepare them to return to their Heavenly Father.

Stewardship: Sunday School Teacher

Mission: To help people draw closer to Jesus and gain a greater understanding of the inspired words of the Bible.

Stewardship: Employee at Nike

Mission: To bring inspiration and innovation to every athlete in the world.

Stewardship: Employee at Wal-Mart

Mission: To provide a better shopping experience for everyday people living in small towns, and to improve their standard of living by providing quality goods at low prices in a pleasant shopping environment.²³

Write down your various stewardships and each of your stewardship-specific missions. In the next chapter, we will discuss long-term goals, and you will complete the long-term goals section of the form below in the next chapter.

STEWARDSHIP 1: Personal Renewal Growth	
Mission:	
Long -Term Goals:	
Intellectual:	
Daily/weekly goals:	
Spiritual:	
Daily/weekly goals:	
Physical:	
Daily/weekly goals:	
Social:	
Daily/weekly goals:	

STEWARDSHIP 2:	
Mission:	
Long-term Goals:	

STEWARDSHIP 3:	
Mission:	

Long-term Goals:	

STEWARDSHIP 4 :	
Mission:	
Long-term Goals:	

STEWARDSHIP 5:	
Mission:	
Long-term Goals:	

STEWARDSHIP 6:	
Mission:	
Long-term Goals:	

STEWARDSHIP 7:	
Mission:	
Long-term Goals:	

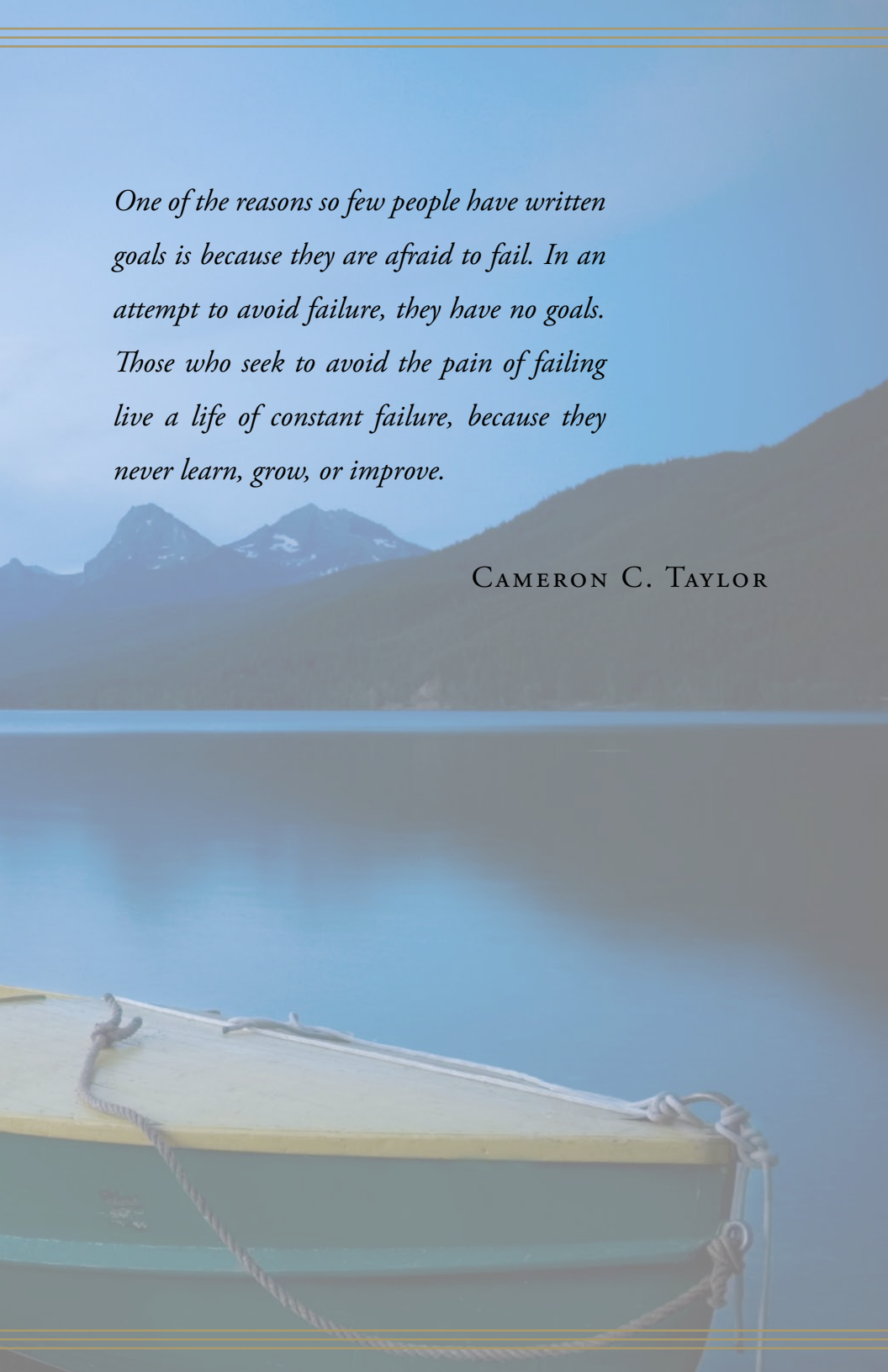
CHAPTER 3:

LONG-TERM GOALS

Of all the things I've done, the most vital is coordinating the talents of those who work for us and pointing them towards a certain goal.

WALT DISNEY





One of the reasons so few people have written goals is because they are afraid to fail. In an attempt to avoid failure, they have no goals. Those who seek to avoid the pain of failing live a life of constant failure, because they never learn, grow, or improve.

CAMERON C. TAYLOR

CHAPTER 3

LONG-TERM GOALS

What man actually needs is not a tensionless state but rather the striving and struggling for a worthwhile goal.

VIKTOR E. FRANKL, author of
Man's Search for Meaning

Our long-term goals stem from our stewardships and mission statements. Once we have defined our stewardships and our missions within each role, we can then identify goals that will fulfill our missions and stewardships.

“For example, the mission of a farmer hasn’t changed in thousands of years: it is to grow food and bring it to market at a price that pays for all the costs of production and provides an acceptable standard of living (or profit) for the farmer. However, one particular farmer might have a . . . [long-term goal] of passing on to his children a farm with twice the acreage he currently has, while another may dream about opening a canning operation on her property, and a third may aim to be a pioneer in growing organic vegetables.”²⁴ The long-term goals in the example flow from the farmer’s mission, and the long-term goals are a means to fulfill that mission. The mission is the purpose and the motivating factor behind the long-term goals.

QUESTIONS TO HELP YOU
DEVELOP LONG-TERM GOALS

What things in life make me happy? How can I help others achieve this happiness?

What do I enjoy sharing with others?

What accomplishments am I most excited about?

What problems in my family, community, nation and world most concern me? What can I do to help?

What am I most afraid of for you children? What can I do help?

If I had 1 year to live, what would I do?

During my life what do I want to accomplish in each role?

1

2

3

4

5

6

7

What one thing could I do in each role that would have the greatest positive impact in accomplishing my mission?

1

2

3

4

5

6

7

EXAMPLE OF LONG-TERM GOALS AND
DAILY / WEEKLY GOALS FOR THE PERSONAL
RENEWAL AND GROWTH STEWARDSHIP

STEWARDSHIP 1: Personal Renewal and Growth

Mission: To “increase in wisdom [intellectual], and stature [physical], and in favour with God [spiritual] and man [social].”²⁵

Long Term Goals: Obtain degree, weigh 165 lbs., run a marathon, write a book

Intellectual:
Daily/weekly goals: Read wisdom literature 2 hours a week

Spiritual:
Daily/weekly goals: Daily Bible study and weekly church attendance

Physical:
Daily/weekly goals: Regular exercise

Social:
Daily/weekly goals: Date night with spouse each week

STEWARDSHIP 2: Author

Long-Term Goals: Become a best-selling author and sell over 1 million copies of my books.

STEWARDSHIP 3: Founder of new company

Long-Term Goals: Sell the company for \$6 million in 2012.

In the forms on pages 24-25 write in your long-term goals for each stewardship and your daily/weekly goals for the personal renewal and growth stewardship.

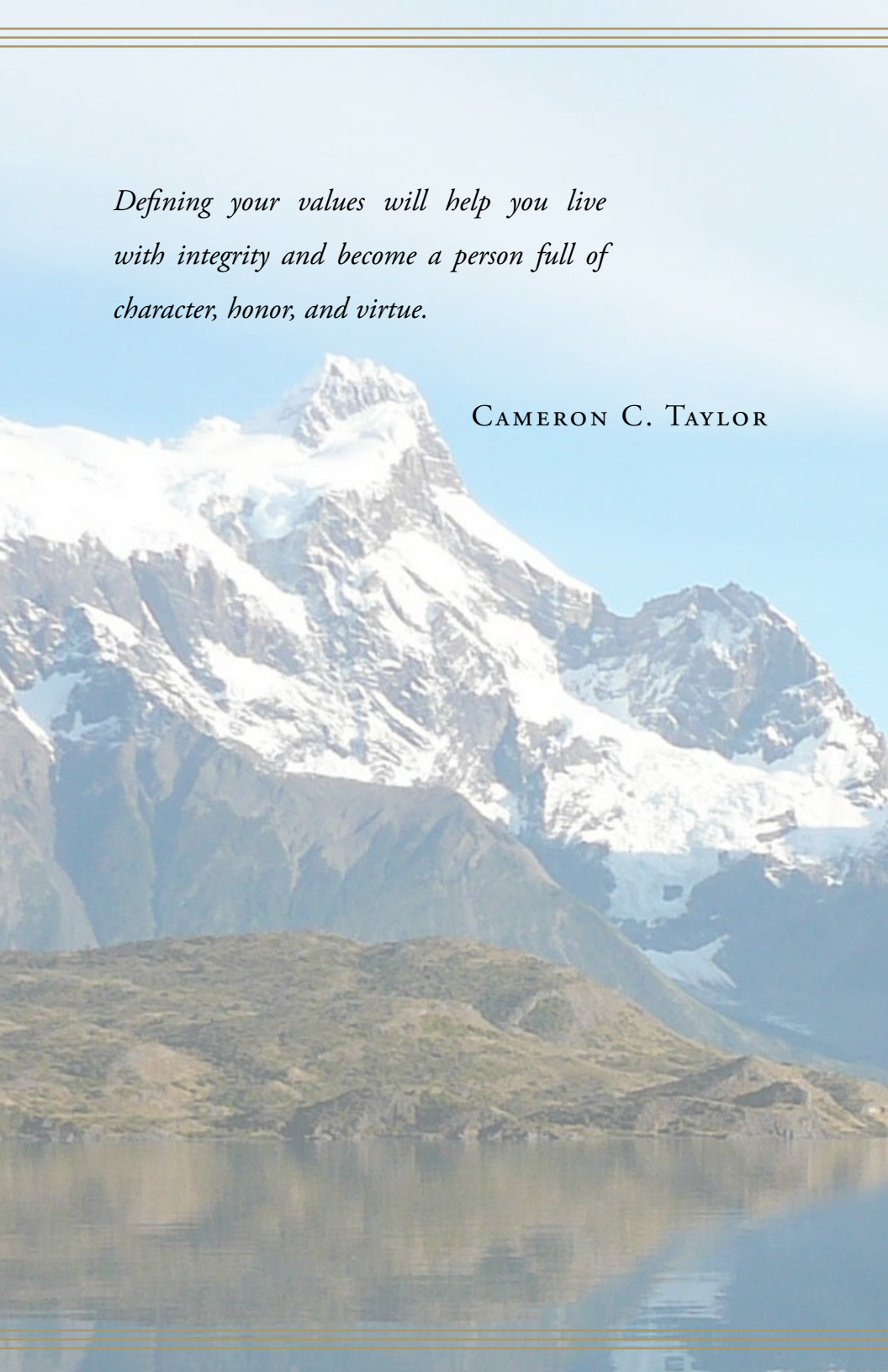
VALUES

STATEMENT

Whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praiseworthy—meditate on these things.

PHILIPPIANS 4:8

New King James Version



*Defining your values will help you live
with integrity and become a person full of
character, honor, and virtue.*

CAMERON C. TAYLOR

CHAPTER 4

DEVELOPING A VALUES STATEMENT

A values statement lists the principles by which you want to live. A values statement helps you live in accordance with the principles that will bring about long-term success and happiness. Gandhi has said, “There are 999 who believe in honesty for every honest man.” A values statement enables you to live in accordance with the principles you believe in and want to live by.

Establishing and committing to a set of values or principles is key to living with integrity. Making the decision before the situation arises helps us make the correct choices when the pressures of the moment arise. “When your values are clear to you, making decisions becomes easier.”²⁶

Once you have written down your core values you should review them daily. This will help to keep you focused on living and achieving your values and will guard against them being pushed aside in daily pursuits.

A dear friend and business associate of mine, G. Kent Mangelson, shared with me the following. “After nearly thirty years in the financial business and having associated with thousands of wealthy individuals, I have developed a firm philosophy about people and money. If an individual does not clearly establish personal values and goals before making financial goals, then wealth and the accumulation thereof will begin to take on a life of its own. Without clearly established values to keep the individual’s direction in focus,

money tends to distract the person, gradually moving them away from everything in life that means the most to them. Sadly and all too often, when it is too late to repair the damage, the person discovers that they have lost those things that meant the most to them and that all the money in the world cannot buy nor replace that which is gone.”

EXAMPLE OF A VALUES STATEMENT

A great example of the writing and use of a values statement can be found in the life of Benjamin Franklin. He recorded in his autobiography the desire to live as would please God and wrote down 13 virtues he wished to possess.²⁷ They are as follows:

1. **TEMPERANCE.** Eat not to dullness; drink not to elevation.
2. **SILENCE.** Speak not but what may benefit others or yourself; avoid trifling conversation.
3. **ORDER.** Let all your things have their places; let each part of your business have its time.
4. **RESOLUTION.** Resolve to perform what you ought; perform without fail what you resolve.
5. **FRUGALITY.** Make no expense but to do good to others or yourself; i.e., waste nothing.
6. **INDUSTRY.** Lose no time; be always employed in something useful; cut off all unnecessary actions.
7. **SINCERITY.** Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.
8. **JUSTICE.** Wrong none by doing injuries, or omitting the

benefits that are your duty.

9. MODERATION. Avoid extremes; forbear resenting injuries so much as you think they deserve.

10. CLEANLINESS. Tolerate no uncleanness in body, clothes, or habitation.

11. TRANQUILLITY. Be not disturbed at trifles, or at accidents common or unavoidable.

12. CHASTITY. Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of your own or another's peace or reputation.

13. HUMILITY. Imitate Jesus and Socrates.

Benjamin Franklin then described the process of reviewing and working to develop each of these virtues writing, “My intention being to acquire the habitude of all these virtues, I judged it would be well not to distract my attention by attempting the whole at once, but to fix one of them at a time . . . I made a little book, in which I allotted a page for each of the virtues. I ruled each page with red ink, so as to have seven columns, one for each day of the week, marking each column with a letter for the day. I crossed these columns with thirteen red lines, marking the beginning of each line with the first letter of one of the virtues, on which line, and in its proper column, I might mark, by a little black spot, every fault I found upon examination to have been committed respecting that virtue upon that day. I determined to give a week's strict attention to each of the virtues successively. Thus, in the first week, my great guard was to avoid the least offence against Temperance, leaving the other virtues to their ordinary chance, only marking every evening the faults of the day. Thus, if in the first week I could keep my first line, marked T, clear of spots, I supposed the habit of that virtue so much strengthened and its opposite weakened, that I

might venture extending my attention to include the next, and for the following week keep both lines clear of spots. Proceeding thus to the last, I could go through a course complete in thirteen weeks, and four courses in a year. And like him who, having a garden to weed, does not attempt to eradicate all the bad herbs at once, which would exceed his reach and his strength, but works on one of the beds at a time, and, having accomplished the first, proceeds to a second, so I should have, I hoped, the encouraging pleasure of seeing on my pages the progress I made in virtue.”²⁸

QUESTIONS TO HELP YOU
DEVELOP YOUR VALUES STATEMENT

Write down the 4 people you most admire and respect and the 4 attributes you would use to describe them. The attributes that appear will help you identify what you want as your core values.

Person 1. _____
Attribute 1. _____ 2. _____
3. _____ 4. _____

Person 2. _____
Attribute 1. _____ 2. _____
3. _____ 4. _____

Person 3. _____
Attribute 1. _____ 2. _____
3. _____ 4. _____

Person 4. _____
Attribute 1. _____ 2. _____
3. _____ 4. _____

What principles do I want to live by? (i.e. forgiveness, mercy, justice, fairness, sacrifice, fasting, faith, golden rule, etc.)

What attributes do I desire to possess and exhibit? (i.e. charitable, humble, thrifty, responsible, industrious, honest, virtuous, etc.)

How would I like others to describe me? Who would I like to become?

Other

Write your Values Statement below:

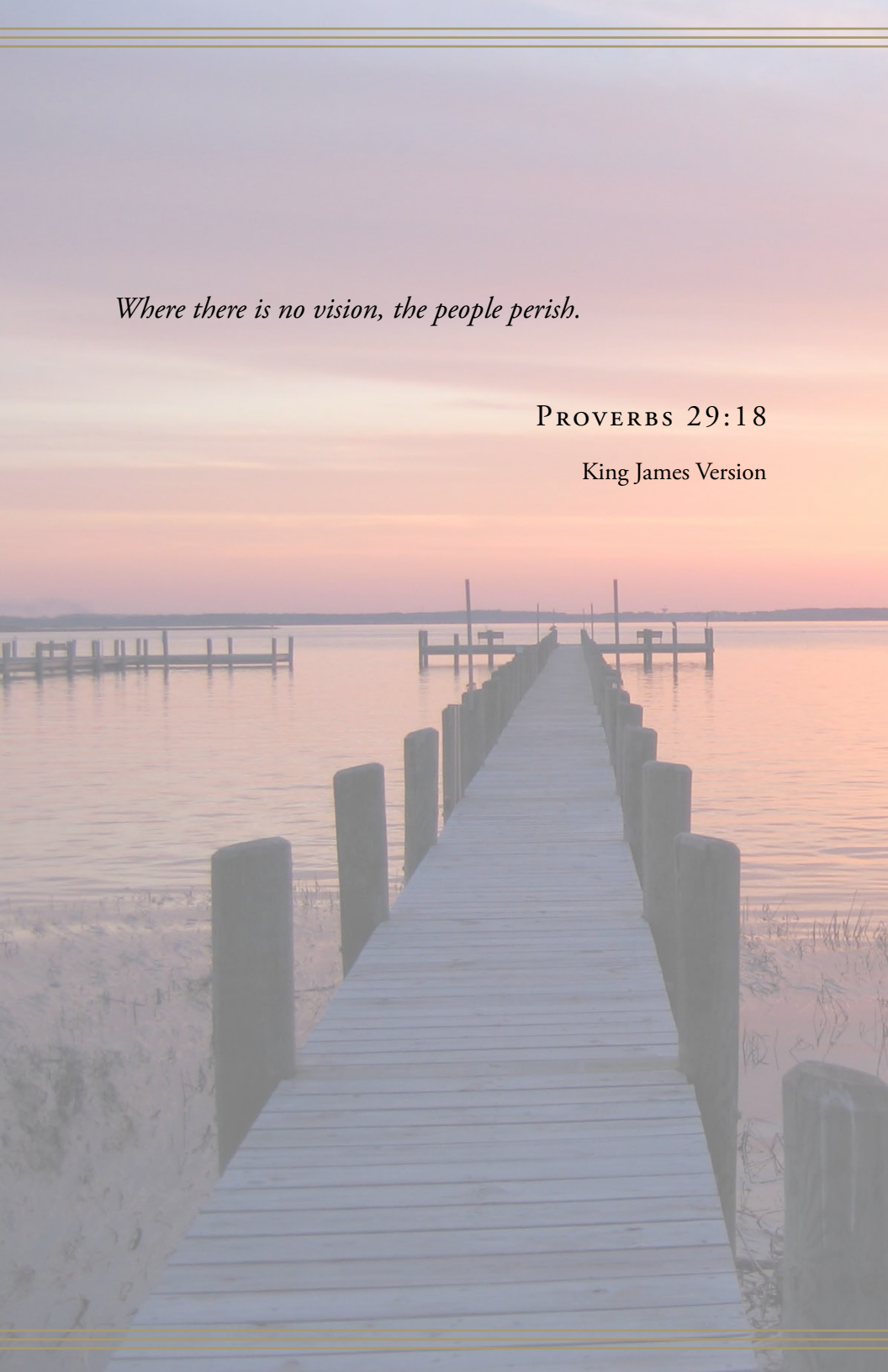
CHAPTER 5:

VISION STATEMENT

*To grasp and hold a vision, that is the very essence
of success.*

RONALD REAGAN





Where there is no vision, the people perish.

PROVERBS 29:18

King James Version

CHAPTER 5

DEVELOPING A VISION STATEMENT

This section is designed to help you cultivate vision and define your dreams. A vision statement helps us clearly define our future desired ends and the direction in which we are going. A vision statement is the process of clearly articulating a dream or vision into writing in such a way that it motivates and inspires us to accomplish that dream. It describes what the future will be like. The key to an effective vision statement is to vividly portray what we want to accomplish and an ideal state of life. Seek the inspiration of God as you seek to answer the questions that follow.

Defining your dream is the most important thing you can do to get what you want out of life. The dreams provide the motivation to do what it takes to succeed. It is the powerfully burning inside that will move you to action. Apathy, laziness, boredom and low self-esteem result from a lack of a dream—from a lack of vision and purpose. As we provide individuals with vision and purpose, we will see new people emerge full of enthusiasm, drive, diligence, and dedication to bring forth their dreams. These attributes are within each individual. People simply need a reason to exhibit them. Dreams motivate and create action.

Once you have created a dream/vision statement, you should review it often. You should review it at least twice a day—in the morning when you get up and at night before you go to bed. Visualize what your life will be like when your dreams are achieved. There is great power in writing and reviewing goals. A vision statement enables you to do more for yourself, others, and the entire world. A vision statement will help you live these words from the Bible, “I can do all things through Christ who strengthens me.”²⁹

You will be amazed as your dreams become reality. Faith precedes the miracles. You exercise faith by writing down your dreams and goals, and miracles will occur as your goals and dreams come to fruition. “You owe it to yourself and humanity to set gigantic, seemingly impossible goals that will help everyone. Whether you have high aim or low aim, you will hit it; if you have low aim, you have no aim at all and will hit nothing. It grieves me to watch individuals squander their lives because they have neglected the process of writing down their personal goals. The process of setting and getting goals is fun.”³⁰

QUESTIONS TO HELP YOU
WRITE YOUR VISION STATEMENT

If I won a million dollars in the lottery what would I do? If I had unlimited time and money, what would I do?

Describe my ideal life. What would I have? What would I do? (Describe specifics.)

What vacations would I like to take with my family?

Since I become like those with whom I associate, with whom would I like to associate?

Whom would I like to help? What causes would I like to contribute to?

How can I make the world a better place?

What would I like to give to family, friends, church, community, and the world?

What standard of living do I want to provide for my family?
What income level would I like to have?

1 Year

2 Years

5 Years

10 Years

20 Years

40 Years

Where would I like to live? Describe my ideal home and surroundings.

What do I deeply enjoy doing?

What recreational activities do I enjoy?

What can I do that would help others?

What do I dream about doing?

What comforts of life would I like to enjoy?

Other

ACTIVITIES TO ASSIST YOU IN DEFINING YOUR DREAM

Whatever your dreams are make them tangible by learning about them. If there is a certain car you would like to have, learn about it, drive it, put pictures of it where you can see them. If you desire a certain vacation, learn about it, get brochures, pictures, and visit web sites about that vacation. If there is a certain group of people or cause you would like to help, find out what help they need and what things they are doing to improve peoples' lives. Look at different houses and neighborhoods to find out what you like and where you may want to live. If you want to be a best-selling author, read books on how to become a best-selling author and talk to people who have done it. If you want to become an artist, read books about it, take classes on it, and learn from people who are where you want to be.

EXAMPLE OF A VISION STATEMENT:
MARTIN LUTHER KING'S
VISION STATEMENT

“I have a dream that one day this nation will rise up and live out the true meaning of its creed: ‘We hold these truths to be self-evident: that all men are created equal.’ I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice. I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today. I have a dream that one day, down in Alabama, with

its vicious racists, with its governor having his lips dripping with the words of interposition and nullification; one day right there in Alabama, little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. I have a dream today. I have a dream that one day every valley shall be exalted, every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed, and all flesh shall see it together.”

FORMULATE A ROUGH DRAFT OF YOUR VISION STATEMENT

Write your Vision Statement below:

(Write in present tense.)

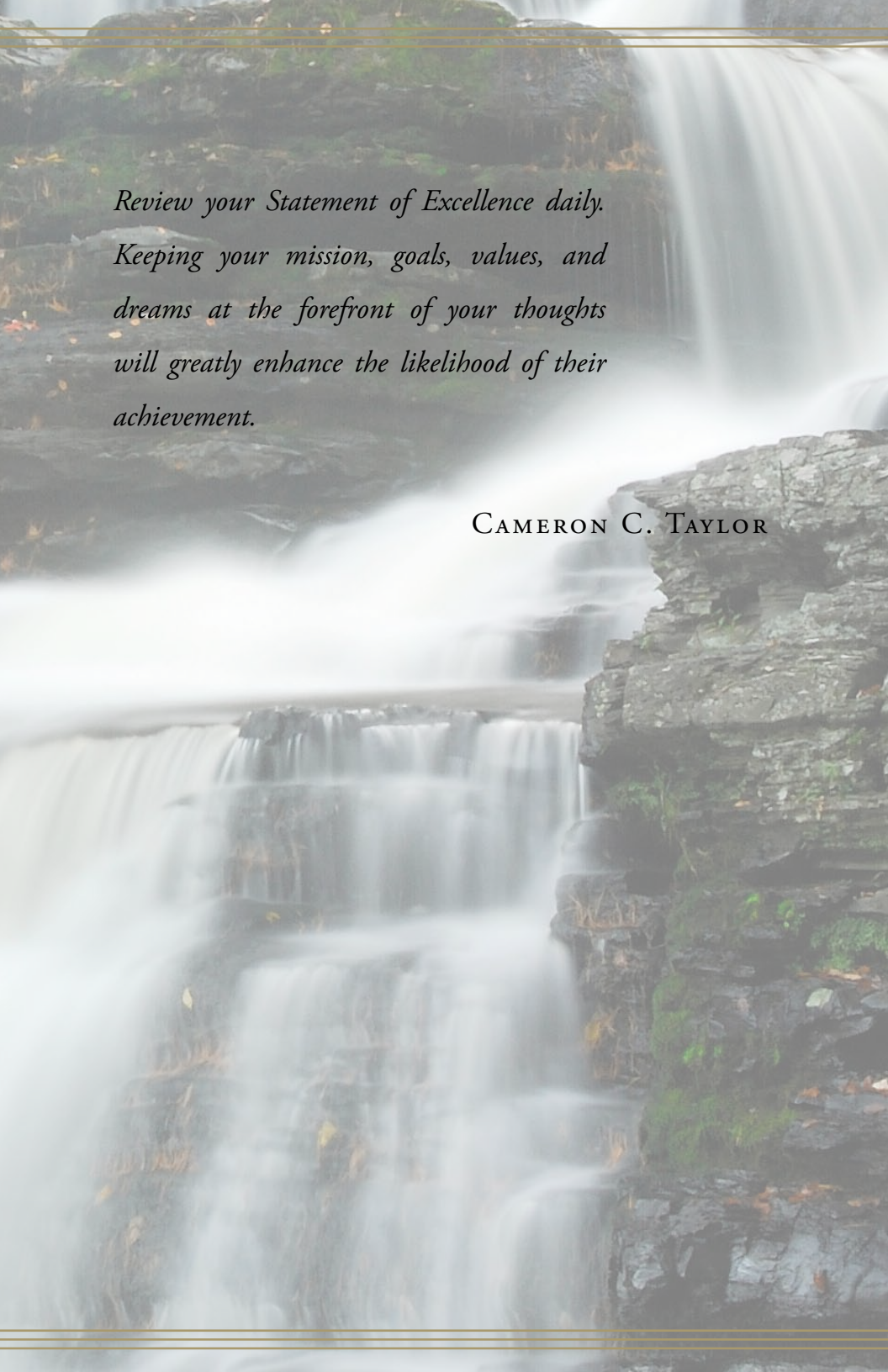
This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

A P P E N D I X



*Great achievers are not born, they are developed. If you want to make more money, have better relationships, and have a greater impact on the world, it starts with **you** becoming more.*

CAMERON C. TAYLOR



*Review your Statement of Excellence daily.
Keeping your mission, goals, values, and
dreams at the forefront of your thoughts
will greatly enhance the likelihood of their
achievement.*

CAMERON C. TAYLOR

APPENDIX

CAMERON C. TAYLOR'S STATEMENT OF EXCELLENCE

MISSION STATEMENT

I will strive in all I do to build the
Kingdom of God and
bring joy to His children.

STEWARDSHIPS / LONG-TERM GOALS

STEWARDSHIP 1: Personal Renewal Growth

Mission: Continually become more that I may be a more effective resource to those I serve.

Long -Term Goals: Doctorate degree in Biblical studies, learn Hebrew, visit Jerusalem with my family

Intellectual:

Daily/weekly goals: Read wisdom literature at least 2 hours a week.

Spiritual:

Daily/weekly goals: Daily Bible study, weekly church attendance

Physical:

Daily/weekly goals: Regular exercise

Social:

Daily/weekly goals: Date night with my wife each week, At least one night a week dedicated to my children

STEWARDSHIP 2: Husband

Mission: To make my wife happy. To cultivate a synergistic and loving, marriage

Long-term Goals: To love my wife even as Christ loved the church (Ephesians 5:25), 25th, 50th and 75th year wedding anniversaries

STEWARDSHIP 3: Father

Mission: To set a good example for my children of a disciple of Christ. To teach and provide my children opportunities to learn and grow. To prepare them to return to their Heavenly Father.

Long-term Goals: Yearly family vacation, study the Gospel as a family one evening a week.

STEWARDSHIP 4 : Volunteer Pastor

Mission: To help people draw closer to Christ and gain a greater understanding of the inspired words of the Bible.

Long-term Goals: Provide a weekly sermon that is watched live and via radio, TV, and the internet by 100,000 people each week

STEWARDSHIP 5: President of the Does Your Bag Have Holes? Foundation

Mission: To inspire the world to learn and live Bible truths that lead to financial and spiritual freedom.

Long-term Goals: Sell over 1 million books

STEWARDSHIP 6: President, American Professional Education Society

Mission: To help professionals achieve financial peace of mind.

Long-term Goals: Hold 75-100 seminars each year

STEWARDSHIP 7: Co-Founder, MRC

Mission: Taking care of those who take care of others so they can focus on improved patient care instead of financial troubles.

Long-term Goals: Generate \$1million in profit per year by 2010

STEWARDSHIP 8: CEO, Claim Your Victory, Inc.

Mission: Create passive income from investments to ensure complete economic freedom so I have obligations to no one but the Lord and the moving forth of His work.

Long-term Goals: Passive income from investments which exceed my monthly expenses and provide resources for the building of the Kingdom of God

VALUES

FAITH: Live a life of faith, relying on the merits of Christ to save me and believing the words of the Bible, “I can do all things through Christ who strengthens me.”³¹

RESPONSIBILITY: The story of my life is not written by what happens to me, but by what I choose.

HUMILITY: Be a servant to all and a lord to none. Continually seek learning and growth.

INTEGRITY: I will keep the commandments of the Almighty God with exactness, and honor my commitment. My word is my bond and a sacred treasure.

INDUSTRY: I will work diligently with an energetic devotion to build the Kingdom of God and bless the lives of others.

THRIFT: All things belong to the Lord. I will be a wise steward of the material possessions the Lord has given me.

CHARITY: Love will be the foundation upon which my decisions are based. I will put the needs of others above my own and use my resources to bless and serve those in need.

VISION STATEMENT

I live a life of faith knowing that I am saved by the grace of Christ. I honor and glorify God in all I do.

I have complete economic freedom so I have obligations to no one but the Lord and the moving forth of His work. I have resources I can use to build the Kingdom of God and focus on the things that are important to me. I am debt free and pay cash for everything I do and buy. I donate time and resources to my church. I associate with great men and women, which helps build my faith and love of life.

I own a beautiful home with a spectacular view, filled with inspirational art, a home theater, and a game room. I have a home in Hawaii, which allows my family and me to experience the beauty, spirit, and peace of the islands.

I have time every day to spend with my wife and children. My wife is a full-time mother, and I have the freedom to attend my children's activities. I never have to work for someone else.

I take vacations every year with my family and friends. We have gone to Hawaii, Europe, Australia, Lake Powell, and the Bahamas.

I have several best-selling books, and I am recognized as one of the most influential writers in history having sold millions of copies worldwide.

I have lectured throughout the world and am considered to be a great teacher and motivator. I have helped millions of people achieve financial and spiritual freedom by teaching them God's truth.

The best thing about my life is that I am free, happy, and having fun. I have a wonderful family who is committed to the Lord and filled with love and joy. We have the time and resources to do whatever we feel is worthy of our time. Our decisions are based upon what the Lord would have us do and what we want to do. We are not dependant on how much time or money we have.

My life is filled with love, peace, happiness, integrity, service, and righteousness.

ENDNOTES

You are a child of God and as such the seeds of greatness are within you. The only thing that stands between where you are and where you want to be is time and effort.

CAMERON C. TAYLOR

ENDNOTES

- 1 John 10:10, King James Version
- 2 Romans 5:11, King James Version
- 3 1 John 2:2, New International Version
- 4 1 Corinthians 15:20,22, King James Version
- 5 John 3:16, King James Version
- 6 Victor Frankl, *Man's Search for Meaning*, (Boston, MA: Beacon Press, 1959) p. 113
- 7 Acts 9:6, King James Version
- 8 Herb Miller, *Money Is Everything*, (Nashville, TN: Discipleship Resources, 1994) p. 19
- 9 Stephen R. Covey, *The Seven Habits of Highly Effective People*, (New York: Simon and Schuster, 1989) p. 128
- 10 Ephesians 4:6, New Century Version
- 11 Genesis 3:19, New King James Version
- 12 1 Timothy 5:8, King James Version
- 13 *Brother Lawrence*, (New York: Fleming H. Revell, 1895) p. 19, 11
- 14 *Brother Lawrence*, (New York: Fleming H. Revell, 1895) p. 20, 13
- 15 Rick Warren, *The Purpose Driven Life*, (Grand Rapids, MI: Zondervan, 2002) p. 88
- 16 Colossians 3:23, New American Standard Bible
- 17 Laurie Beth Jones, *The Path*, (New York, NY: Hyperion, 1996) p. 26
- 18 Acts 9:6, King James Version
- 19 Barbara A. Glanz, *Care Packages for the Workplace*, (McGraw-Hill Professional, 1996) p. 136
- 20 Christine M. Piotrowski, *Professional Practice for Interior Designers*, (John Wiley and Sons, 2001) p. 46
- 21 Stephen R. Covey, *The Seven Habits of Highly Effective People*, (New York: Simon and Schuster, 1989) p. 136
- 22 Luke 2:52, King James Version
- 23 Don Soderquist, *Live Learn Lead to Make a Difference*, (Nashville, TN: J. Countryman, 2006) p. 121
- 24 Burt Nanus, *Visionary Leadership*, (San Francisco: Jossey-Bass Inc., 1992) p. 31
- 25 Luke 2:52, King James Version
- 26 Roy Disney, son of Walt Disney
- 27 Benjamin Franklin, *The Autobiography of Benjamin Franklin*, (Philadelphia: Henry Altemus, 1895) p. 149-150
- 28 Benjamin Franklin, *The Autobiography of Benjamin Franklin*, (Philadelphia: Henry Altemus, 1895) p. 150-154
- 29 Philippians 4:13, New King James Version
- 30 Mark Victor Hansen, *The Future Diary*, (Newport Beach: Mark Victor Hansen Publishing Company, 1996) p. 43
- 31 Philippians 4:13, New King James Version