Your Mission Statement and Goals

Chapter goals to help you get in, get through, get out, and get paid:

To meet those goals, this chapter will help you:

- Incorporate three factors to academic success into your life
- Analyze the relationship between values, motivation, and goals for academic success
- Use the characteristics of SMART goals in your own goal setting
- Dig deep, with GRIT, and do whatever it takes to fulfill your goals
- Write your mission statement

Juanita's Story

Juanita calls her mother for the second time in two hours. She just created her schedule, visited with her advisor, and now is looking for where her classes will be. Juanita's mom answers immediately. "Do you think I can do this?"

"Juanita," her mother says, "you always overthink these things. I know you like to be prepared, but things will be different. It's not high school."

The classes seem different from the dual enrollment classes Juanita took in high school.

"Yeah, but it made me nervous when my advisor asked me to choose a degree plan," she replies.

"You did choose electrical engineering, just like we talked about, right?" her mother asks.

"Well, I wanted to talk to you about that. I think I want to go into nursing," Juanita says.

Log in to MyStudentSuccessLab.com to deepen your GRIT mindset and build the skills you'll need to get through the college experience.
“But you don’t like working with people who are sick, Juanita. Besides, engineering is more prestigious,” her mother replies. Because of the classes she has taken in her high school’s dual enrollment program, Juanita could graduate earlier than her classmates who started this fall, but she knows it will still take a lot of money to do it. “I will be proud of you whatever you decide, but make a choice and stick with it,” her mother says.

Juanita knows her mother is right. She has a goal of getting a degree, but she is not sure how to make the right decisions today.

Now, what do you think?

- How will you handle the added responsibility of making important decisions about your future in college?
  a. Not worry too much; everything will work out
  b. Aim high and “climb strong” even if it requires more work and takes longer
  c. Learn as much as I can about my options by talking to people on campus and attending events geared toward my future
  d. Avoid any major decisions for as long as possible

- What would you do if your plans for the future conflicted with your family’s plans for you?
  a. Explain clearly why my plans are better than my family’s plans for me
  b. Give serious consideration to my family’s ideas about what I should do
  c. Try to get really clear on and stay true to what matters most, no matter what
  d. Do what my family wants me to do; they have supported me and know what is best

**Ingredients for Your Success**

Congratulations, you’ve made it to college! Think about the role adversity—difficulties, challenges, hardships, obstacles, limitations—has played in your life so far. Has it been an easy or difficult road? How much GRIT has it taken just to get to where you are today? How deep have you had to dig? How much have you had to struggle, sacrifice, even suffer in order to enroll in college and pursue your dreams? Your journey to this point may not have been easy, but you’re here and you’re ready to succeed, and we wrote this book because we want to help you. Do you realize that only about 6 percent of the entire world’s population has earned a college degree? You have an opportunity to earn a distinction that relatively few people on this planet will achieve, and you deserve a lot of credit for pursuing this noble achievement.

What will it take for you to have success in college? This book is filled with ideas, suggestions, and strategies—the essential skillset and the gritty mindset—to help you succeed. In this chapter, we provide the foundational information you will need to start strong and finish stronger. In this section, however, we’ve narrowed our list of ingredients for success to three of the most important elements: know why you’re here; have a sense of personal responsibility; and connect with others.

**Know Why You’re Here**

A popular approach to problem solving in some organizational circles is what’s called “root cause analysis.” It describes the effort to uncover the root cause, or primary reason, for a particular outcome or circumstance. One technique for uncovering the root cause of something is to ask “why” five times. Let’s start with a simple first question: “Why are you in college?” For example, if your answer to “Why am I in college?” is “I want to get a nursing degree,” then the next question is “Why do you want to get a nursing degree?” If your answer to that question...
is “I want to care for others,” ask yourself another why. As you proceed down the path of the 5 Whys, you’ll get deeper and deeper into your true motivations for pursuing a college degree, and you’ll have a much clearer understanding of yourself and why you are here in college. Here is an example of the how the 5 Whys work.

Take a moment to complete Activity 1.1, the Five Whys.
Have a Sense of Personal Responsibility

Exhibit 1.1 illustrates some of the differences and similarities among high school, a full-time job, and college. As you take a look at the column labeled “college” in Exhibit 1.1, you’ll notice that a pattern emerges—compared to their high school classes or full-time jobs, college students experience a dramatic increase in the amount of personal responsibility they must handle. High school teachers and job supervisors provide clear guidance, both about expectations and how to achieve them. In college, however, the student is responsible for understanding the expectations for academic and career success based on information from the college catalog, syllabi, and assignments and for developing a strategy for meeting those expectations.

There have probably been some times during your high school or work experience when you wished that you had more freedom to make your own decisions and pursue your own interests. As you step into college, these wishes indeed come true. The range of opportunities and alternatives that lie before you is so broad and diverse that you’ll find yourself making important decisions every day.

This broad range of personal responsibility is exciting, but it can also become overwhelming at times, and you can find yourself suffering significant consequences for poor decisions along the way. It’s important, then, to develop a personal approach that you can use as you step into an experience that offers so much personal responsibility and autonomy.

Complete the Meeting Expectations activity by choosing a college expectation that you will encounter and writing an action statement for how you will meet that expectation through personal responsibility.

EXHIBIT 1.1 Differences among High School, Full-Time Work, and College

<table>
<thead>
<tr>
<th></th>
<th>High School</th>
<th>Full-Time Work</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>Attendance is mandatory to meet</td>
<td>Attendance is mandatory to stay</td>
<td>Attendance may not be mandatory to meet</td>
</tr>
<tr>
<td></td>
<td>requirements.</td>
<td>employed.</td>
<td>requirements.</td>
</tr>
<tr>
<td></td>
<td>At least six continuous hours</td>
<td>At least eight continuous hours</td>
<td>Different amounts of time are spent</td>
</tr>
<tr>
<td></td>
<td>are spent in class each day.</td>
<td>are spent at work each day.</td>
<td>in class and between classes each day.</td>
</tr>
<tr>
<td></td>
<td>Moderate to no outside work is</td>
<td>Moderate to no overtime work is</td>
<td>Substantial amount of outside work is necessary</td>
</tr>
<tr>
<td></td>
<td>necessary to complete requirements.</td>
<td>necessary to complete job duties.</td>
<td>to complete assignments and be successful.</td>
</tr>
<tr>
<td></td>
<td>Teachers go over material and expect</td>
<td>Employers provide basic</td>
<td>Professors provide concepts and theories and</td>
</tr>
<tr>
<td></td>
<td>students to remember facts and</td>
<td>information and expect employees to</td>
<td>expect students to evaluate ideas, synthesize</td>
</tr>
<tr>
<td></td>
<td>information.</td>
<td>use it to complete their jobs</td>
<td>the ideas with other concepts they have learned,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>effectively.</td>
<td>and develop new ideas.</td>
</tr>
</tbody>
</table>
Connect with Others

Even the most dedicated student cannot do it all alone. Climbers are typically “on rope” with others. In fact, behind every successful college graduate is a good support system, usually comprising family, friends, and community members. It is no secret that succeeding in college will take more than just studying hard—you will need to surround yourself with people who encourage you to do your best. There will be times when you need others for academic, emotional, and even financial support. Recognizing who in your circle of friends, family, and contacts will be the best resources for you is part of the process of creating a support system that will inevitably be part of your college success. Who will not just support but stretch you to do and become more?

PROFESSORS. There may be no one more important to your college and possible future career success than a professor. She does not just provide you with access to the content and challenge you to think critically about the subject matter, she also can be a mentor and a resource as you complete your degree and start your career. One way to start out on the right path to a good relationship is to greet your professor with a smile and a “hello” when you see her in and out of class.

ADVISORS, COUNSELORS, AND STAFF. In addition to professors, some of the most important relationships that you will forge during college will be with people whose sole job is to help you succeed. Counselors and advisors will be key people in your academic career, so be sure to take the time to get to know these individuals. College administrators also play an important role.

Your advisor may be the first person you encounter at college. An advisor explains to you what courses you should take, how many hours you should take a semester, and how to plan remaining semesters. You may be lucky enough to have the same advisor throughout your college career, in which case, regular contact with your advisor will help keep the lines of communication open. If you have a different advisor each semester, you may wish to find one person who can act as a regular advisor.

YOUR FAMILY. Whether you live with your parents, you are a parent, or you are somewhere in between, your family is an important part of who you are and what you will become. Your family has influenced your values and beliefs, and your family members may be a part of the reason you have enrolled in college. For many students, their ability to stay in college and be successful depends on the support of their family. If your family will be an important part of your life as you pursue a degree, then you will need to consider how they will support you and what you need to communicate with them about what to expect when you have to spend more time studying and taking classes than strengthening relationships with them.

### Meeting Expectations

<table>
<thead>
<tr>
<th>The college will expect that I . . .</th>
<th>To meet that expectation, I will . . .</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: . . . read the assigned material before I get to class.</td>
<td></td>
</tr>
<tr>
<td>Example: . . . schedule time before every class to complete the required readings and review my notes.</td>
<td></td>
</tr>
</tbody>
</table>

---

*Example:* . . . read the assigned material before I get to class.

*Example:* . . . schedule time before every class to complete the required readings and review my notes.

---
the unwritten rules of Motivation, Goals, and Mission Statements

- **Internal motivation is the key to success.** If most of your reasons for attending college are based on what others have told you, or if your motivations for succeeding in college are driven mostly by the expectations of others, you will need to dig deeper to discover the reasons why you want to succeed. This is where your GRIT and goals work together. Find your internal motivation for college success, even if it takes a while to discover it.

- **Goals are dreams with a deadline.** Setting goals to achieve your dream is the only way to make it happen. A student who says she wants to be a doctor will also need to describe when and how that will happen to ensure she has the best trail map to get to her destination.

- **Those who have mission statements will get where they want to go.** Your college has one, and most every business you patronize has one as well. Mission statements keep companies and institutions on track to meeting their goals. Having a personal mission statement will help you do the same and will help you determine what paths to take and decisions to make in the future.

**YOUR FRIENDS.** Another important part of your support system is your friends. Although you may not be able to choose your family members, you will have more choice as to which friends will be positive influences on your college experience. If you have friends who have also attended or are attending college, you will have a great opportunity to connect with each other on this common pursuit. Even if you do not attend the same college, you can develop a support system with them since you will all be having similar experiences. You can share advice and study strategies as well as have a shoulder to lean on when you feel stressed. Knowing that a friend is having a similar experience can often give you the motivation to continue working hard.

**YOUR ROOMMATES.** If you’ve chosen to live in a dorm or apartment during your college career, you’ll discover that your roommates can be either very helpful or, unfortunately, very destructive influences on your life. Roommates who share the same goals and values as you and who are equally committed to being successful in college as you are can provide a strong support system for you. They can offer encouragement when you’re feeling discouraged or companionship when you’re feeling lonely. You can provide the same support to them. It will be important for you to have study habits and a personal strategy of your own, but at times you’ll benefit greatly from sharing the college experience with your roommates, with whom you may share meals, social activities, and household chores.

**GRIT GAINER™**

**CHOOSE YOUR ROPE TEAM** When climbers get “on rope” with other people, they do two powerful things. First, they help each other climb. Second, when you slip, they immediately slow or stop the fall. You get to decide who is part of your ascent.

1. Who do you want “on rope” with you? Who elevates, challenges, supports, and believes in you?
2. Whom can you count on? Who will inspire you to climb further and higher than you might reach by yourself?
Your Personal Values and Motivation Can Help You Achieve Academic Success

Your Dreams Are Worth Pursuing

As you consider your goals, you will also want to think about your dreams. Dreams are the big ideas and bold achievements that you sometimes imagine and for which you secretly hope. What do you want to do or achieve that you have not written down because you feel it is too far-fetched? There are many stories of people who ignored their dreams and took jobs that provided them with financial security and prestige, only to discover that their lives were not fulfilled because they regretted giving up on their dreams. There are also many exciting stories about people who never forgot their dreams and who eventually achieved them through hard work and determination.

Why don’t more people follow their dreams? First, they may not know what their dreams are. Sometimes day-to-day life takes up so much of their time, attention, and energy that they don’t take time to consider their dreams. Second, these same people may be scared. Pursuing your dreams is a risky proposition, and there’s always the chance that circumstances or events could bring disappointment and failure in this pursuit. Third, some people need to make the “safe” choice first before they feel confident that they can pursue their dreams. Although you may not be able to fulfill your dreams in the immediate future, don’t lose sight of them.

Your Values Drive Your Goals

Part of your life story will include your value system. Values can be inherited from your parents, or they can come from what your culture, religion, or ethnicity regard as important. Values can also be formed from both positive and negative experiences. For example, you may value honesty, which means that you try to be truthful and straightforward in most situations.

Staying true to your values is part of having integrity. If you try to please others or adopt their values without completely agreeing with them, you will lack integrity. For example, you may have been raised with the value of staying true to your identity, even at the expense of not being accepted by a group you aspire to. Now that you are in college, you may find that you are exposed to a variety of people with different perspectives and experiences and that you enjoy and appreciate learning more about others and those experiences.

YOUR TURN

In approximately 250 words, discuss a time in which you took on someone else’s values. Discuss your motivations for doing so, as well as the outcome. Finally, explain what you learned in the process.

integrity matters
and that you expect others to be honest with you. If you value hard work, then you strive to do your best in your life. If a friend has treated you with compassion, you may value sensitivity to others. On the other hand, if you have been discriminated against in the past, you may now value open-mindedness in others.

The importance of knowing and understanding your values is that this knowledge can help you set realistic goals. If you value a satisfying career, for instance, you will set goals that support that value. Therefore, you will probably investigate careers and fields that are challenging and interesting. If you value a stable financial future, you will set goals that enable you to earn enough money to provide for your needs and wants. If you value your family, you will make spending time with them a priority. Your values should be a true reflection of who you are and what you believe.

Your Motivation Fuels Action

Motivation is the driving force behind action. You will not act unless you are motivated to do so. Your motivation determines whether you will put forth the thought, time, and effort to achieve your goals and dreams. When was the last time you felt really motivated to do something? Maybe you just watched an inspirational movie, received a raise at work, or you received some encouraging words from a friend or relative. Or perhaps an event or circumstance—like running into an old friend whose life has turned in a bad direction—helped you realize that you need to take action to avoid similar circumstances in your life. Regardless of the source of your motivation, you are more compelled to take action in pursuit of your dreams when you feel motivated.

Of course, no matter how gritty you may be, there may be times in your academic career when you feel overwhelmed by your responsibilities and unsure of your ability to handle it all. That’s normal. When you feel weighed down by all that you have to accomplish for a particular week or day, try to calm down first. If you can, talk with a friend, an instructor, or a counselor and explain your frustration and stress. To stay motivated and to resist the temptation to give up, remind yourself of why you are doing what you are doing.

It might be helpful to revisit Activity 1.1 that you completed earlier in the chapter. Your answers to the fourth or fifth level of “why” may provide clues to help you uncover the real reasons why you are in college, why you want to succeed, and what you want to accomplish.
Set “SMART” Gritty Goals for Your Success

Your Goals Set the Bar for Achievement

To build on your mission statement—and to fulfill that mission in the process—you will need to set goals that elevate you, goals you want to strive for and achieve. They need to be tough enough to stretch you, help you grow, and bring out your best.

A goal is something that you work toward—it may be to learn how to cook macaroni and cheese, to quit a bad habit, or to write a novel. Whatever your goals, they should be reasonable and attainable in the time frame that you have assigned. For instance, if you want to lose 10 pounds in one week, you may need to rethink the time in which you would like to achieve your goal. A more reasonable goal would be to lose 10 pounds in four months. Reasonable goals are more likely to be met.

As you begin to think about your goals, consider dividing them into long-term goals and short-term goals. Certainly, one of your long-term goals is to earn a degree. This goal may take one year or more, depending on how many degree requirements you need to complete or how many other responsibilities you may have.

When you make a list of your goals, follow the “SMART” acronym. Your goals should be specific, measurable, attainable, realistic, and time-specific:

Specific: A goal should describe one specific outcome, such as losing 12 pounds.
Measurable: A goal should describe an outcome that is observable and measurable. For example, weight loss can be measured on a scale.
Attainable: A goal can be challenging, but also something that you believe you can achieve. Losing weight—no matter how little—is attainable for most people.
Your Mission Statement and Goals

Realistic: Losing 12 pounds in two weeks is probably unrealistic and even unhealthy, but losing 12 pounds within 12 weeks is more likely to be realistic.

Time-specific: A goal should specify the time frame for achievement, so that you can gauge your progress and success. If your goal is simply to lose 12 pounds, but you don’t specify a time period, you won’t know whether you’re on track to achieve it or what your deadline is for achieving it. Establish a measurable deadline so you can celebrate your accomplishment on that day or time!

Below are three goals that a college student might set for him- or herself. Let’s apply the SMART approach to improve each one:

- “Get good grades in college.” This is a noble goal, certainly, but it’s neither measurable nor time-specific. “Achieve a 3.4 GPA at the end of my first term” would specify how you’ll measure the goal (GPA) and by when (at the end of your first term).
- “Earn extra money to pay for college.” A lot of students will have this kind of goal for their college experience, but the goal needs to be measurable and time-specific. “Generate an extra $2,000 in income before the beginning of fall semester” would establish a specific measure and a timeline.
- “Build a network of people who can help me get a job.” Business students in particular are often told about the importance of “networking,” but it can be a challenge to express that activity as a goal. It might be helpful to break the activity into some specific action items and use them to establish goals. For example, a first-year student could get her networking success on track by setting the following goal: “Personally meet and obtain business cards from at least 10 business or community leaders by the end of this academic year.”

Here are a few other tips for writing effective goals:

- **Write your goals down.** No matter what you want to achieve, be sure that you write down all your goals and review them every few months to assess your progress.
- **Break larger goals into smaller goals that will lead to fulfillment.** Smaller goals are easier to achieve and they can build quickly into a larger, long-term goal.
- **Regularly review your goals and make changes as necessary.** Circumstances will occur beyond your control that will require you to adjust your plans. A big part of GRIT is adjusting your path as things change but remaining relentless in completing your goals. You may set goals now that change over time as you discover new things about yourself or learn about new career and personal opportunities.
- **Reach out to others who care about you to help you achieve your goals.** Communicate your goals to your coworkers, family, and friends. Enlist them to help you meet your goals, especially if you need to schedule time to study and complete assignments. Managing your time will be much easier if your priorities and goals are concrete, realistic, and communicated to those around you.
• **Identify habits or challenges that could interfere with your goals.** As you work toward your goals, make an effort to eliminate anything that keeps you from focusing on your goals. If you think you don’t have time to accomplish two short-term goals during the week, examine where you have been spending your time and eliminate the activities that do not contribute to your goals. If you watch seven hours of television a week, and you aren’t achieving the sought-after short-term goal of becoming more informed, then spend that time doing something that does contribute to your goals.

Complete Activity 1.2 by identifying three goals you would like to meet this term. Be sure to follow the SMART goal guidelines.

**Write a Personal Mission Statement**

**Your Mission Statement Defines Your Purpose**

Mission statements are statements of purpose. Most companies develop a mission statement for themselves because it defines their purpose and answers the crucial questions: “Why do I exist?” and “What is my purpose?” Your personal mission statement should explain your purpose in life from a very broad perspective. Your mission statement describes how your values and goals will create your life’s mission. Once you’ve identified your values, your motivations, and your goals, your next step is to describe your mission statement to establish your purpose.

**EXHIBIT 1.2 SMART Goal and Action Plan**

| LONG-TERM SMART GOAL: Graduate with a bachelor’s degree in biology by May 2018 |
| Action Steps                                                                 |
| Register by April 2015 for summer 2015 classes to get ahead on my degree plan | Meet with my advisor June 2015 to plan my schedule for fall 2015 and spring 2016 |
| Register for required courses for fall 2016 by April 2016                    | Register by April 2016 for summer 2016 classes to get ahead on my degree plan or to retake any classes I need to retake |
| Meet with an advisor May 2017 to ensure I am on track to graduate in May 2018 | Apply for graduation by February 2018 |

**ACTIVITY 1.2 Three SMART Goals for the Semester**

<table>
<thead>
<tr>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMART Goal 1</td>
</tr>
<tr>
<td>SMART Goal 2</td>
</tr>
<tr>
<td>SMART Goal 3</td>
</tr>
</tbody>
</table>
As you meet your goals and learn new things, your mission will likely change and your mission statement will need to be revised. The following is an example of a mission statement that you can use as a model for defining your own mountain.

Sample Life’s Mission Statement
As nurse and educator, my life’s mission is to work in a large research hospital and teach future nurses. By supporting my values of caring for others, education, and job security, I work toward my life’s mission by completing my nursing degree, working in different hospital environments, and training other nurses.

Practice writing your own mission statement in Activity 1.3 by filling in the blanks with the information that is suggested. Use your work below to revise and refine your mission statement as you begin to meet your goals.

■ ACTIVITY 1.3 My Mission Statement

My Mission Statement
As a __________________________ (dream/career/job/role), my life’s mission is to __________________________ (long-term goal). By supporting my values of __________________, __________________, and __________________, I work toward my life’s mission by __________________, __________________, and __________________ (short-term goals).

Because your mission statement describes your purpose in life, it’s a personalized statement that captures your own dreams, values, and goals. Your mission statement serves as a trail map that you can review on a regular basis to help you evaluate your life and whether the activities and efforts you are investing in on a daily basis are contributing to your purpose in life, or if they are actually hindering your pursuit of your purpose. Take some time to write your personal mission statement and share it with some people in your life who are trustworthy and supportive of your success. Invite their input, make changes as needed, and then keep the final version somewhere that you can access regularly to remind yourself of your purpose in life.

GRIT GAINER™

GRIT YOUR GOALS GRIT is the most important factor in completing your goals and fulfilling your dreams. Try these two tips to put some GRIT in your goals. Before you decide on or finalize your goals, ask yourself:

1. How can I kick it up a notch and stretch myself by making this goal a little more challenging?
2. If my life depended on me getting this goal accomplished quickly (and well), how much sooner could I get it done?

You’ll be amazed at how your capacity to climb continues to grow.
THE GRIT ADVANTAGE

You want to move forward and up in life, and college will help you get there. You can decide now: how far and high do you want to climb? Don’t quit. Don’t camp. Do what climbers do:

- Define your mountain. Don’t let your past define your future. How do you want your life? What do you want it to be all about?
- Establish your trail map. Lay out your strategy, set specific, measurable mileposts along the way, and stretch yourself to accomplish more, more quickly than you imagined.
- Build your rope team. Decide whom you trust, respect, and want to join up with to help you achieve or surpass your goals.
- Assess yourself. Find out your learning preference by completing the personal inventory. Then go beyond the labels. Take on the uncomfortable. Stretch your capacities so you can climb strong.

HOW GRITTY ARE YOU?

It’s time to climb! Now that you’ve completed this chapter, how committed are you to:

1. Defining your mountain by beginning to shape your personal mission statement?

   Zero Commitment 0 ———— 10 Fully Committed

2. Reassessing and rerouting when needed to stay true to your goals?

   Zero Commitment 0 ———— 10 Fully Committed

3. Spending time and energy climbing, rather than camping or quitting?

   Zero Commitment 0 ———— 10 Fully Committed

4. Showing moral fortitude, but living your values in the moments of truth?

   Zero Commitment 0 ———— 10 Fully Committed

5. Taking advantage of the support system and resources around you?

   Zero Commitment 0 ———— 10 Fully Committed

6. Picking a strong “rope team,” people you can join up with to do great things, and who support your goals?

   Zero Commitment 0 ———— 10 Fully Committed

7. Understanding, using, and expanding your intelligences, capabilities, learning preferences, and more?

   Zero Commitment 0 ———— 10 Fully Committed