

CAPITALIZE

Achieving Peak Family
& Financial Capital



MISSION POSSIBLE

We've all shared some harrowing experiences with Ethan Hunt and the Impossible Mission Force. From scaling the outside of the Burj Khalifa, the world's tallest building, with malfunctioning suction cups, to hanging from a rock cliff in Dead Horse Point Utah without any ropes or assistance, we've witnessed spectacular successes as Ethan completes his missions. If you think about them though, they never really are Impossible Missions, are they? They always seem to get accomplished no matter the odds or obstacles. That's an experience we'd like your family to Capitalize on – in their own Mission Possible.



Your family needs to develop and implement its own unique mission. Why? Because, we are sure you value your family, and want everyone in your family to be happy and reach their highest potential. And coming together to collaborate on what that potential is, and how to attain it individually and together as a family, is the best way to accomplish Mission Possible.

Additionally, a real, written mission will take your family to cool and interesting places, and introduce you to fascinating people and ideas. A mission that can produce fun, add meaning, and give direction to where you want to go in life. It will make your family richer in many, meaningful ways.

WHAT ABOUT YOUR FAMILY?

So where do you and your family want to go? What do you want to do? What are your hopes, plans and aspirations for the future? This photo album suggests some places you could go, but the destinations are up to you.

We're here to help you get started.



On a Mission

Successful people do it; they have a mission. In fact, they possess a clear sense of what they want to accomplish. Two people that stand out are Oprah Winfrey and Sir Richard Branson.



Oprah Winfrey, the “Queen of All Media” got her sense of mission and purpose early in life. She said in a recent [fastcompany.com](#) interview that her mission was “to be a teacher” and to be known for inspiring her students to be more than they thought they could be.

How did Oprah figure this out? In an issue of *O Magazine*, Winfrey recalls watching her grandmother churn butter and wash clothes in a cast-iron pot in the yard. A small voice inside her told her that she could do more than hang clothes on a line. She eventually realized she wanted to be a teacher, but “I never imagined it would be on TV,” she writes.

Oprah’s mission has taken her to heights she herself could hardly imagine.



At the same time, one of the more dashing figures to come along in the last 40 or years would have to be Sir Richard Branson. Richard Branson’s hot air balloon exploits, and his role in founding a famous brand like Virgin Records and Virgin Atlantic Airways are part of his legacy.

Sir Richard shares his personal mission statement:

“To have fun in [my] journey through life and learn from [my] mistakes.” Branson shared his personal mission statement in an [interview with *Motivated magazine*](#). As with Oprah, Branson’s life mission has helped him lead a life experienced by only the very few.

EVENT DRIVEN



Missions can be life encompassing as we have just seen, but some are more specific and event oriented. The first example of this type of mission comes from the late President John F. Kennedy. President Kennedy created one of the epic missions of all time by proclaiming in 1960, “we will put a man on the moon by the end of the decade”.

This mission became a rallying cry for the United States for much of that decade and into the next. The vision literally took man to the moon, one of the great accomplishments of humankind.

More recently, we find another example of a man on a specific mission driven by an event. Brad Pitt decided to do something about the lack of progress in rebuilding New Orleans after Hurricane Katrina. He established [Make It Right](#) with the intent “to build 150 affordable, green, storm-resistant homes for families living in the Lower 9th Ward.”

According to an article in www.nola.com, “Make it Right” has built 109 homes so far, with more on the way. So their mission is on track to succeed.



All these folks are good examples of mission led visions that can provide us with a good idea of what a mission statement should sound like, and what it can accomplish. To teach and inspire, to have fun and learn from mistakes, or to just do a needed, good-work, are all good examples of meaningful missions. President Kennedy and Brad Pitt’s missions provide another element that can be important; adding very specific goals to a given mission.

Companies On a Mission

We've looked at individuals with a clear purpose or mission and what it has enabled them to do in their lives. Individuals aren't the only ones who have missions of course. Companies are often driven to success by their mission, which is communicated via mission statements. Mission statements got their start in the business world years ago, and some of the most admired companies have excellent mission statements.

From the folks at www.simplemarketingnow.com we find the following mission statements:



"Google's mission is to organize the world's information and make it universally accessible and useful."

It's easy to see how this simple statement ties into what they do and how it sends a clear message to the employees charged with making it happen. It's also easy to see how successful they have been. Google is so ubiquitous that is now a verb. People talk of "googling" something or say "just google it".



From the Amazon Fact sheet, **"To be Earth's most customer-centric company where people can find and discover anything they want to buy online."**

So how are they doing? A quick Google search, reports that as of December 2016, it is estimated that they sell over 411 million items in the U.S. alone, not counting the millions sold overseas. Amazon products like Kindle and Echo have become huge successes and big parts of our daily lives.



Returning to Richard Branson, his company Virgin explains its mission as follows, **"Our mission statement is simple, yet the foundation of everything we do here at Virgin Atlantic Airways, our mission is to embrace the human spirit and let it fly."**

As is true with the individuals we highlighted, having a sense of mission has helped Google, Amazon and Virgin Atlantic become huge successes.

WHO GAVE US THIS MISSION?

Two prominent figures have arguably been most responsible for bringing mission statements into vogue.

The late Peter Drucker, a famous professor, author and management consultant was a major proponent of mission statements. His insight is worth a quick review:

Courtesy of druckerinstitute.com "The effective mission statement is short and sharply focused. It should fit on a T-shirt," Drucker wrote. "It must be clear, and it must inspire...."

Another, Steven Covey, was the author of several books including "7 Habits of High Effective People" and was instrumental in bringing mission statements to individuals and families. His website reminds us to "begin with the end in mind. In one's life, the most effective way to begin with the end in mind is to develop a mission statement one that focuses what you want to be in terms of character and what you want to do.... "

DO WHAT YOU DO BEST

This brings us to the question of how does a family figure out what their mission should be?

Author Bruce Feiler, writing in The Atlantic gives us a helpful pointer. Feiler notes that..." A central finding of recent research into families is that parents should spend less time worrying about what they do wrong and more time focusing on what they do right. The family mission statement is a simple way to articulate what your family does right".

Another way of saying that is "what is your family good at, what does it like to do, what does it value"? Once you've figured out that puzzle, you can move closer to the fun part; what do you want to do and where do you want to go as a family? This is the "end" that Stephen Covey spoke of.

For example, if all your family loves the outdoors and wildlife, perhaps you could decide to focus on helping an organization like this one:



Fronteering is involved in volunteer efforts in many countries around the world including Guyana, Belize, Canada, Mongolia, and Madagascar.

www.fronteering.com

Families may choose to support higher education, help underprivileged youth, support organizations that search for cures to diseases, or protect wildlife. The possibilities are endless. So consider bringing your whole family together and discuss your unique interests. Poll everybody, bring examples of passions, and start working on your Mission Statement.

What would a family mission statement look like? Bruce Feiler's family mission statement provides us with an example:

Your family mission statement can be one sentence, or a whole document. Getting started is what's important.



GET IT IN WRITING

You will want to eventually develop your family's passions and interests into a written mission statement.

The following is a checklist you can use as you write your family mission statement:

- 1 | **Be concise**
- 2 | **Be clear**
- 3 | **Seek to inspire**
- 4 | **Be believable**
- 5 | **Consider making it measurable**
- 6 | **Make sure it's based on values/interests that all of the family have in common**



ROAD TRIP



We hope you and your family decide to create your own mission statement; one that fits your family and can lead you all down a road to adventure, fun and more meaningful lives.

If you'd like some help, we have developed a series of family meetings we call "Capitalize". It can really help your family connect, collaborate and continue its success multi-generationally. Mission Statements are one of the first things we can help you create.

Let us assist you in a true Mission Possible.