DISCOVER YOUR



Vision – Mission & Purpose

A practical guide to help you prioritise, stay aligned with your values, and make decisions with confidence, even in complex environments.

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Using the
Vision – Mission – Purpose
Workbook

You're busy I know. There is much to be done.
And for many of us, it's easy to lose sight of the bigger picture in the middle of deadlines, meetings and endless emails to answer.

By articulating your Vision, Mission and Purpose, you'll create a framework that anchors your decisions, sustains your motivation and helps you connect the day-to-day pressures of your role with the long-term impact you want to have.

It's about clarity, alignment and making conscious choices that reflect the leader you want to be.

A tool for people wanting to find their "North Star"

These are my reflections

.....

on ___ /___ /_____

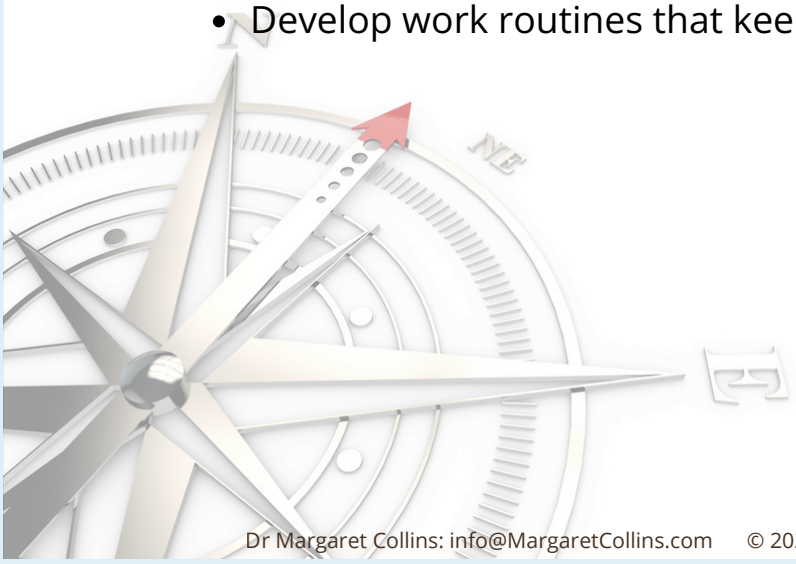
Do any of these sound Familiar?

- You're busy yet don't have time for things you value most
- There's more you'd love to do, but there just isn't time
- There are choices to be made about about future directions
- You make decisions and wonder if it was the right choice
- You often feel overworked and sometimes overwhelmed
- You are frustrated with some - many - elements of your job
- It feels like your career has stalled or you feel stuck
- You are ambitious but feel overwhelmed by circumstances
- There is little excitement and you feel directionless
- You don't know what else you'd like to do or what to do next

You might have felt some of the above applied to you.

If so, this activity will help you to:

- Prioritise choices and make decisions easier
- Get unstuck and unlock new opportunities for yourself
- Remember who you are and why you started this
- Dream bigger and unlock your full potential
- Grow and "climb the ladder" from a place of clarity
- Reconnect you with your vision and purpose
- Develop work routines that keep you happy and motivated



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1. Your Vision: The Big Picture

Your vision is the world you'd love to see in the future.
It's not just the results of your own work, but also the ripples created by the people you've influenced or inspired along the way - colleagues, staff, collaborators, clients, students.

You may have slightly different visions of the world depending on whether you approach this activity from a professional or a personal perspective. You can do either or both - choose the approach you'd find more helpful

Prompts

- Imagine the future world, changed for the better because of your influence.
- Choose your timeframe: 5 years, 10 years, 50 years, even 7 generations from now.
- Think about how people will feel, act, or live differently.



Example (from my experience as a researcher):
I saw colleagues working long hours on short-term contracts, facing relentless deadlines with their evenings and weekends consumed by work.

People who wanted a life outside work were often judged as "not committed.". Maybe even they wondered "Do I have what it takes?".

My vision became:
"Imagine a world where people feel confident they can do great work, their contributions are valued and respected and they are supported when they choose a meaningful personal life."

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Prompts

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Reflections: My Vision - The Big Picture

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2. Your Mission: How you contribute

Your mission is your unique role — what you actually do in the world — to make your vision real.
Your mission may evolve and again there might be personal or professional perspectives.

In terms of your career or professional role, your mission, what you do to make your vision real, is likely to change as you move through different stages of your career.

Prompts

- Who do you serve or support?
- What do you help them to do or achieve?
- What roles or skills do you use to make that contribution?

Example:
To help create a world where *"people feel confident they can do great work, their contributions are valued and respected and they are supported when they choose a meaningful personal life,*" I could have followed many paths:
- As a researcher, I supported students and postdocs to integrate their work and life goals, role-modelling a way of managing work and life that was sustainable.
- In another life, I might have been an HR specialist promoting EDI, a lawyer challenging workplace discrimination, or a coach helping individuals create balance.

Different career choices and professional roles can serve the same vision.

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Prompts

- Who do you serve or support?
- What do you help them to do or achieve?
- What roles or skills do you use to make that contribution?

Reflections: My Mission - How I contribute

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3. Your Purpose: How you do it

Your purpose is how you choose to show up every day. It's about how you do what you do — your energy, values, and presence. Your daily heartbeat.

Examples:

- I support students from all backgrounds to thrive in research, with fairness and respect.
- I bring an evidence-led approach to teaching, grounding every lecture in research-based insights.
- I encourage inclusive leadership, showing up with calm authority and compassion.
- I share complex ideas with clarity & patience to help others build confidence in their own expertise.
- I help people find clarity and direction, playfully and with compassion.
- I bring open curiosity to every conversation, especially difficult ones.
- I show up authentically as the best version of me so I can give you permission to be the best version of you.



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If you're stuck, try this formula:
I [*verb*: support/encourage/bring/guide]
[*who*: students, researchers, colleagues, leaders…]
[*how*: calmly, joyfully, inclusively, with clarity…]
[*toward what outcome*: confidence, thriving, balance, insight…].

Reflections: My Purpose - how I show up in the world

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4. Bringing it together

When you put your Vision + Mission + Purpose together, you create your “North Star”, a guide to help you prioritise, make decisions that are aligned with your vision.

Write your three statement here:

Vision:

Mission:

Purpose:



- **Do these feel right for me?**
- **Do these feel aligned?**
- **Do these inspire me when I read them?**

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5. Final thoughts

When you put your Vision + Mission + Purpose together, you create your "North Star", a guide to help you prioritise and make decisions that are aligned with your vision.

When opportunities arise, use your North Star to steer your choices:

- What do I want to be known for?
- What do I want to change or contribute?
- What do I bring to this opportunity?
- Does the mission of *this programme/committee/initiative/opportunity* align with my mission?
- How will chairing *that* panel further my vision?
- How do I want to contribute to *that* grant application?
- What's one decision I could make differently now I know my North Star?

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WANT MORE?



This workbook describes the process of uncovering your personal or professional vision, mission and purpose.

Many people, especially the researchers and academic leaders I work with, are pulled in many directions and, being busy, it's easy to lose sight of what matters most.

This reflection helps you step back from the daily demands of research, teaching and service to clarify your long-term direction. You create a practical guide that can help you prioritise opportunities, make confident decisions and sustain your motivation over the course of your career.

I hope this content has been useful.
If you know you need more, do reach out to me.
I'd love to hear from you.

You can always explore the other resources on my website.

MargaretCollins.com/

Resources

Let me know how you get on!

Margaret

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