



TRANSFORMATIONAL PURPOSE STATEMENT

Next Steps

Coach, God is in the process of accomplishing a miraculous work in your life. By grace, through faith in Jesus Christ, He is transforming you from the inside out. He redeems you and restores the purpose for which you were created. Now, He gives you a specific calling and sends you on a mission...to see others transformed by Jesus!

The Transformational Purpose Statement is a tool to inspire you every day. It will help keep you focused, maintaining your God-inspired purpose at the center of your life and coaching. It serves as a constant reminder of the great purpose that God has given you - To center your life and coaching within the Kingdom of God and to make disciples.

Whether you are writing a first draft or refining an existing statement, take the time necessary to write down something that is thoughtful and well-crafted. As you complete this exercise, consider the following suggestions to help you write an effective Transformational Purpose Statement.



BE AUTHENTIC

This is your personal statement. Don't write what you think you're supposed to say or copy someone else's statement. Rather, write something in your own words that reflects your heart. Coach, the first draft doesn't have to be perfect! Your Transformational Purpose Statement will continue to evolve over time.



BE BRIEF

Try to write a single sentence that contains 25 words or less. It must be something you can internalize and draw from memory, especially when you're in the heat of a coaching moment.



BE DELIBERATE

Be precise with the words and topics you choose. What relationships matter to you the most? What is the outcome you desire to see?



BE STRUCTURED

Think verb-target-outcome. The verb describes how you most successfully interact with people according to your gifting (see Identifying Your Gifting below). The target is the audience or relationships you aim to impact. The outcome is the transcendent cause you are pursuing and should incorporate your highest core values.



Identifying Your Gifting

What verbs listed below best describe how you most successfully interact with people? Use these verbs to craft your “Transformational Purpose Statement.”

Act	Coach	Construct	Create
Demonstrate	Develop	Educate	Empower
Encourage	Help	Identify	Initiate
Inspire	Lead	Love	Mange
Mentor	Model	Motivate	Plan
Prepare	Produce	Recognize	Relate
Stimulate	Study	Teach	Tell

Sample Statement

“To inspire (verb) coaches and athletes (target) towards the pursuit of excellence in sports and in life while enjoying the journey (outcome which incorporates core values).”

Your Transformational Purpose Statement

Take a few moments and write your Transformational Purpose Statement below:

