

# 6

## Steps to Craft Your Purpose Statement.



**step 1**

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# Reflect on Your Journey.

What initially drew you to city management? Recall moments when you felt your work truly mattered.

Example: 'I was inspired to become a city manager after seeing how a new community center transformed my neighborhood growing up.'



## step 2

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# Identify **Core** Value.

List values crucial to your role. Which resonate most strongly with your vision?

Example values: Transparency, Innovation, Inclusivity, Sustainability, Fiscal Responsibility

Your top 3 might be: 1) Inclusivity, 2) Innovation, 3) Sustainability



**step 3**

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# Envision Community **Impact.**

Imagine your ideal city in 10 years. What improvements do you see?

Example: 'I see a city with thriving green spaces, a robust public transportation system, and vibrant community events that bring diverse groups together.'



**step 4**

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# Draft Your Statement.

Combine reflections into a concise statement. Start with: 'As a city manager, my purpose is to...'

Example: 'As a city manager, my purpose is to foster an inclusive, innovative, and sustainable community where every resident can thrive and feel proud to call home.'





## step 5

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# Refine and Test.

Share your draft with trusted colleagues. Refine based on feedback.

Refined example: 'My purpose is to lead with transparency and innovation, creating a sustainable city where diverse voices are heard and every resident has the opportunity to flourish.'



## step 6

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# Integrate into Daily Work.

Display your statement visibly. Use it to guide decisions and inspire your team.

Example application: When considering a new city project, ask 'How does this align with my purpose of fostering inclusivity and sustainability?'

