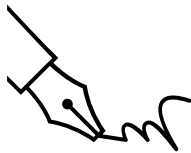


Braintenance Value Vantage

Adapted from Ravey, 2023 *Braintenance: A scientific guide to creating healthy habits and reaching your goals*



Defining your current (writing) purpose involves understanding what is important to you and the principles you want to live by. Reflect on moments in your life where you have felt most yourself working on a specific topic, most at peace, most joyful, and most proud. This will help focus your Why you Write and also help in finding your Writer’s voice

Feeling	Time	Why
Proud	Successfully defended my research proposal	Took dedication and challenging myself and I feel proud of myself
Peace	Writing about different experiences for people when we talk about democracy	I believe everyone’s point of view matters and we need to listen to each other to really understand each other
Joy		
Appreciated		
Helpful		

Proud		
Peace		
From these occasions, think of five words or phrases that capture running themes through the events selected to highlight some values you consider important Creativity, caring, wonder.....		
Braintenance: Who are you helping? A huge factor in defining purpose is determining how your goals and actions from this mission will help others. This could be helping your family, your friends, your community, whomever. It might be helping future generations, a certain societal cause that's close to you, or the country and the planet. Even if your goal is to benefit you, it will positively impact others as well. You can always view positive change in how it benefits others, even if they just feed off your infectious happy energy because you have found purpose and meaning in your work.		
Think of yourself achieving your goal – Who will benefit from you being in this position aside from yourself? Goal: Publishing my first article Helping: My broader community to understand a specific dynamic		
With your goal, your core values and who you want to help in mind, you can craft a writer's mission statement, an intention you intend to live by in your writing practice. This statement could be a guide for how you make decisions, interact with peers, colleagues, mentors and		

others, and take action. It should define your purpose. I like mine to be a single sentence. Now zoom out of your goal and look how it fits into the picture you want for your life. If your goals was followed by 'because' it should fit nicely in your mission statement. Also, don't worry if your mission statement being "it". This isn't a permanent, rest-of-life mantra. Joleen's note: It merely reflects where you are right now and what is important to you now in this moment and life's season. You can always check in on it, adapt and change whenever you feel the time is right. Maybe New Year's, start of a new academic year, at performance appraisal time. Go with what you think will bring you the most fulfillment and will positively impact others.

Crafting your mission statement

Consider the answers to the following statements

The biggest wish for my life is

Who you want to help

Your five values are

The difference you want to see in the world

Thinking about what connects these things together, play around with crafting a mission statement that ties together these elements

My mission with my writing is to

Say the statement out loud. How does it feel?

Imagine sharing your mission statement and telling someone? Does it feel right?

Say your goal followed by your mission statement. Do they align?

Remember to write out your mission statement and stick it somewhere you can see it, in front of your diary, in your car, on your mirror, or just keep in your head when you make professional decisions about writing and what you will be writing about