

Creating a Family Mission Statement

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Congratulations on taking the first step toward building your marriage and your business with purpose.

As married entrepreneurs, it's easy to get swept into the demands of the day – the sales, the schedules, the clients, the kids – until one day you realize you've been running full speed, but you're not sure if you're even running in the right direction.

That's why having a clear family mission statement matters so much. It's your **compass**. It keeps you and your spouse aligned in what you value, why you're building, and where you're headed.

This Quick Start Guide will walk you through creating your own mission statement together. And then take it one step further: you'll learn how to use AI to **apply** your mission as a decision filter. This means that every choice -big or small- can be tested against the purpose you've prayerfully set, so you stay **mission-aligned** in both life and business.

We encourage you to do this *together*. Go through it step by step, and side by side. Grab a notebook, a quiet moment, and let the conversation flow. You can move through it in one sitting or spread it out over several days. The goal isn't to rush – it's to get clarity.

Once you've completed your mission statement, you'll have a tool you can revisit again and again. One that helps you say “yes” with confidence to the right things, and just as importantly, “no” without guilt, knowing you're building in line with the vision God has given you.

Here's to building with unity, purpose, and peace – side by side.

~ Larry and Sue ~

SideBySide Business

STEP 1: Gain Insights

1. Think of someone you deeply admire—perhaps a mentor, leader, or role model—whose life or success has inspired you. What qualities or values do they consistently demonstrate that you'd like to see reflected in your own life and family? Write down the specific characteristics that stand out to you and why they matter.

Wife –

Husband –

2. Imagine it's years from now, and the people who know you best are reflecting on your life. What do you hope they say you stood for? What legacy do you want to leave behind—in your family, your work, and your community? Write down the values, priorities, and contributions that matter most to you and why.

Wife –

Husband –



3. If money were no object and all your basic needs were met, how would you choose to spend your time -- both personally and professionally? What would you pursue simply because it brings you joy, purpose, or a sense of meaning?

Wife –

Husband –



STEP 2: Compare Notes

Take a few minutes to look over your answers together. Ask clarifying questions of one another to get a deeper understanding. As you listen to each other, look for common words, values, or themes that show up in both of your responses. Highlight or circle those shared ideas. Those are clues to what matters most to you as a couple. Write those common words or phrases below. It will help get them all into one place!



STEP 3: Get Clarity

Using the common values, themes, and words you've identified together, write 3–4 sentences that form your family mission statement. Focus on these key areas: the kind of people you want to become, the goals you want to accomplish to live a life of purpose and no regrets, and the meaningful mission you feel called to pursue as a family.

Once you have them cleaned up, add them to the next page.



STEP 4: Cast a Vision

The Family Mission Statement

1)

2)

3)

4)



SideBySide Business Mission Filter

1) Access ChatGPT Free Version: chat.openai.com

2) Prepare ChatGPT - Copy and insert this prompt:

I want you to act as a trusted filter and decision-making assistant to help me evaluate ideas and opportunities through the lens of our mission and priorities as a couple and as business owners.

I often have a lot of ideas and opportunities come my way — many of them are good, but not all of them are right for this current season of our life, marriage, or business. Your role is to help me discern what is best overall — not just what is profitable or exciting.

You are here to help me stay aligned with my mission, focused on what matters most, and wise about where we invest our time, energy, and resources. I want your feedback to consider both practical and relational consequences. Help me avoid distractions and stay in alignment with our God-given purpose.

3) Fill out the following fields and insert as your next prompt:

- My mission statement is: [INSERT YOUR MISSION STATEMENT HERE]

- The type of business I have is: [INSERT TYPE OF BUSINESS HERE]

- My short-term (3-6 months) goals are: [INSERT SHORT-TERM GOALS HERE]

- My long-term (1-5 years) goals are: [INSERT LONG-TERM GOALS HERE]

- Additional context: [Describe anything else you want ChatGPT to know about your life, family season, business roles, church/community involvement, or challenges]



4) When you have something to run through the filter, fill this out and enter another prompt:

Now here's an idea, opportunity, or decision I'm considering: [Describe the idea you're currently thinking about]

Please help me evaluate it by answering the following:

1. Does this idea align with our mission and current goals?
2. Could this idea distract us from more important priorities?
3. What might be the relational impact on our marriage, family, or team if we say yes to this?
4. Are there any hidden costs (time, energy, focus, margin, etc.) I should consider?
5. What questions should we be asking before making a decision?

Only encourage us to pursue this if it fits with our calling, values, and current season. Otherwise, help us recognize it as a "good idea, but not a *right now* idea."

Congrats! You Did the Hard Part: You Started.



Creating a family mission isn't just a feel-good project.
It's a bold move.
You're done drifting.
You want clarity, unity, and purpose.

That already puts you in the top 1% of intentional families.

We're Larry and Sue Pruett,
founders of SideBySide Business.

We hope this guide sparked deep conversations and gave you a real framework to align your values and direction.

But let's be real -- most couples stop here. Life gets busy. The mission statement stays half-finished. Nothing changes.

We don't want that for you.

That's why we offer a **SideBySide Strategy Session**. This free, one-on-one call will help you turn your mission into real action. We'll work with you to align your vision, overcome friction, and build a marriage (and family) that moves in sync.

If you're serious about leading your life together with clarity and purpose -- not just reacting day to day -- this is your next step.

[\[Book Your Free Strategy Session Here\]](#)

Don't let this become just another thing you started and never finished. Let's make it real.

We look forward to talking with you soon!

~Larry and Sue~