

Mission, Vision & Purpose By Alan W. Goff

The poorest person in the world is the person without a dream. The most frustrated person in the world is the person with a dream that never becomes reality. I am certain that every individual on this planet no matter which race, culture, nationality or socio-economic status has had a dream of some sort. The ability of children to dream is a natural instinct instilled by God himself. No matter how poor or rich we are, we all have childhood dreams. These dreams are visual manifestations of our purpose, seeds of destiny planted in the soil of our imagination. God created each one of us and gave us the gift of imagination to provide us with a glimpse of our purpose in life and to activate the hidden ability within each of us. Purpose is the reason why something was made. It is the end for which the means exists. It is the source of the dream and the vision you carried in your heart from childhood. It is the key to your fulfillment.

Each of us comes into this world with an assignment to fulfill. God commissions us to leave for the following generations something from which they can learn and be inspired. The abilities to complete these assignments lie within us. The tools are our natural talents, gifts and ambitions. I firmly believe that the greatest tragedy in life is not death, but life... life that fails to fulfill its purpose. When you become aware of the tremendous potential that resides within you, you are obligated to release that wealth to the world around you.

It is a fact that every manufacturer makes a product to fulfill a specific purpose, and every product is designed with the ability to fulfill this purpose. In essence, the potential of a product is determined by its purpose. This is true of everything, including you. The purpose of an acorn is to reproduce trees. Therefore, by design, they possess the ability or potential to fulfill this purpose. However, just because a seed has the potential to produce a forest, does not mean it will. One of the greatest tragedies in nature is the destruction of a seed or the isolation of a seed from the soil. Consequently, the death of a seed is the burial of a forest. Having ability is good, but keeping ability is bad.

Your life has the potential to fulfill your purpose. If however, you imprison that potential, you rob your life of its purpose and fulfillment. You and every other individual on this planet possess an awesome treasure. Too much of this treasure is buried every day, untapped and untouched. Much talent, skill and creativity have been lost to the world for want of a little courage.

Courage is that one ingredient which separates the strong from the weak, the successful from the unsuccessful, and the great from the average. Many obscure men and women enter eternity pregnant with potential, with a stillborn purpose. Living with ability brings responsibility. Dying with ability reveals irresponsibility.

Everything in creation was designed to function on the simple principle of receiving and releasing, sowing and reaping. Life depends on this principle.

What if the plants refuse to release the oxygen they possess or if we human beings refuse to release, the carbon dioxide we produce? The result would be chaos and death for the entire planet. Unreleased potential is not only useless, it is dangerous – both for the person or the thing who failed to release it and for everything that lives with them. Dormant potential is not healthy, advantageous, safe or effective. You must understand that your valuable deposit of potential was given to enrich the lives of others. When potential is kept, it is self-destructive.

The tremendous potential you and I have has been locked inside of us, waiting for demands to be made on it. We have a responsibility to use what God stored in us for the good of the world. We dare not leave this planet with it. Many of us are aware of the ability we have inside, but we have been frustrated by our failure to release that ability. Some of us blame our historical circumstances. Others blame social status. Still others transfer the responsibility for their failure and frustration to their lack of formal education or their less than ideal opportunities.

Over the years, I have come to realize that no excuse can be given to justify the destruction of the seed of potential placed within you.

There are two great days in every person's life. The day they were born, and the day they discover why. We all have a purpose - everyone has one, yet millions die without knowing or ever finding theirs. Do you know your purpose? Finding and living your purpose is the highest expression of yourself. It will help you become the person you have always wanted to be, the person you have up to now only dreamt about becoming, and doing what you have up until now only dreamt about doing. Purpose will move you from where you are now to where you truly want to be... its what your life is for.

Purpose is our mission... it's why we do what we do and vision is a picture that captures purpose - a picture of the future that produces a passion in you to live out your purpose, it is the vehicle we use to fulfill our purpose. Vision fuels passion and gives you the guts to subordinate your life to the purpose designed for you. When we get purpose and vision figured out, goals are easy to set and become linked to purpose. The majority of the world's population has the order of focus backwards. They put all their focus on goals without any regard for purpose and vision. They will set a goal in a moment of time and not even understand or know their purpose or their vision and then wonder in amazement and frustration why they can't or don't achieve their goals. It is far harder, if not impossible, to surrender a goal when it is linked to your purpose. It's your purpose that drives you, it's what gets you out of bed when you have those inevitable bad days, it's what keeps you going and it's what allows you to see the achievement of all your goals, dreams, and desires.

There is a saying that goes something like this: "The mind is a terrible thing to waste." That, without question, is true, but I think wasted purpose and potential

are even more tragic than that. You have the ability to accomplish everything your purpose demands. Give your life to it... go get it because people without a purpose always go back to their past!