

# Your Mission Statement Won't Save You

We all have our own definitions of success, but that doesn't mean we're incapable of forgetting what those definitions are.

Just as there is a force called inspiration that motivates us to get out of bed in the morning, there's an enemy called resistance that tempts us to sleepwalk through life.

The promises we make to ourselves during moments of insight and inspiration are only as good as our ability to maintain them during moments of distraction and difficulty.

Having a beautiful mission statement will not save you when the creative process gets ugly. And from time to time, things will get ugly.

It's not enough to philosophically define your why. You also have to adopt strategies that pragmatically reinforce your why. Passion can get you started, but it's the combination of planning and perseverance that will help you finish.