

## Personal Imperative Statement

A statement about the person you want to always be, the most vital outline of who you are

## Personal Principles

A short list (about 5 points) of ideals on which you will not compromise

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## Core Competencies

A short list (about 3-5 points) of your natural strengths. These are the areas where you excel, frequently volunteer to take on, etc.

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PERSONAL  
HDD GUIDE

KEY AREA

INTENDED EFFECT

MEASUREMENTS

**Personal**

Statement describing the ideal future picture of this key area

Example: I will further my formal education and travel to new cities

Numerical measures to achieve this goal

- Apply to graduate school by Jan. 15, 20XX
- Plan a trip to a new city once a year
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**Financial**

Statement describing the ideal future picture of this key area

Example: I will maintain financial stability for myself and family

Numerical measures to achieve this goal

- Maintain 3 month living expenses in easily accessible cash
- Purchase 12 shares of XYZ stock
- Pay off car loan by Dec. 31, 20XX
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**Professional**

Statement describing the ideal future picture of this key area

Example: I will continuously grow my resume and professional development

Numerical measures to achieve this goal

- Be promoted to [title] in 2 years
- Receive XYZ certification each year
- Meet or exceed my sales goal each quarter
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KEY AREA

INTENDED EFFECT

MEASUREMENTS

**Health**

Statement describing the ideal future picture of this key area

Example: I will maintain an healthy body physically and mentally

Numerical measures to achieve this goal

- Maintain weight of [180] lb.
- Exercise 4x per week
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**Social**

Statement describing the ideal future picture of this key area

Example: My peer group will be a positive representation of who I am and my personal beliefs

Numerical measures to achieve this goal

- Join a network of my peers
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**Family**

Statement describing the ideal future picture of this key area

Example: I will spend quality time with family members

Numerical measures to achieve this goal

- Call to catch up with grandparents once a week
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MEASUREMENTS

**Spiritual**

Statement describing the ideal future picture of this key area

Example: I will maintain personal peace and practice religion and/or meditations

Numerical measures to achieve this goal

- Meet with a group of people who share your beliefs a minimum of once a month
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**Philanthropy**

Statement describing the ideal future picture of this key area

Example: I will volunteer for Habitat for Humanity and other charities

Numerical measures to achieve this goal

- Participate in 4 Habitat for Humanity builds per year
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Statement describing the ideal future picture of this key area

Example:

Numerical measures to achieve this goal

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## Campaigns

Campaigns are a big-picture goal you wish to achieve. They are represented by a single sentence statement and include a completion date. There can be multiple Campaigns.

Example:

- Graduate with a MBA by May 25, 20XX

## Missions

Missions support each individual Campaign. For each Campaign, identify Courses of Action (COAs) with due dates that will advance you to achieving the Campaign (goal).

Example for Campaign - Graduate with a MBA by May 25, 20XX

- Complete GMAT prep class by August 1, 20XX
- Take GMAT/ GRE by December 31, 20XX
- Apply to a minimum of 6 MBA programs by February 1, 20XX