

Developing Purpose – Worksheet

1. If you are the founder or owner of the business, briefly explain why you started your business in the box below; what was missing in the market that you felt you could add or improve upon?

Note: If you are the GM or senior manager of the business, write down why you work at this business and not another i.e. what is the attracting force to this business or person?

2. What are you most proud of when your business is performing at its best – and why is that important?

3. Have a stab at a couple of purpose phrases in the box below. Think big, make sure it's unique, motivating and true to the essence what you stand for as a business.

- 1.
- 2.
- 3.

4. Once you have a phrase or idea that resonates, run it by your most trusted lieutenants and gauge their reaction. Enlist their help to polish it up to one key phrase that will become your yard stick for your service strategy, marketing and operational decisions moving forward.