

PART ONE – DISCOVER YOUR REASON WHY

What is a Core Purpose?

- The fundamental reason WHY an organization exists.
- It is the *transformation* we hope our core constituents will experience through our organization.
- It answers these core questions:
 - Why do we exist?
 - What is the contribution we make?
 - Why is the world better because we are here?
 - What would be missed if we disappeared?
- A Core Purpose does not change. It becomes the primary ongoing commitment of an organization.

Why have a Core Purpose?

- It guides and filters everything an organization chooses to do, and not do.
- It is the deeper reason why every member of the team will continue to get up out of bed each day to foster its survival and success.
- Great purposes are transcendent, energizing, and inspiring for all the independent stakeholders.

Four Inspirations to Clarify Core Purpose

When contemplating what your Core Purpose might be, look to the Four Inspirations of Purpose to inspire you: good, knowledge, beauty, and change. These four inspirations are illustrated on the following pages.

Core Purpose Creator

Example: Savvy Kids



The Purpose of Bringing Good

- A core purpose committed to deliver authentic service to others
 - Based on genuine empathy with the needs and desires of others
 - Expressions of love, care and compassion
 - See ways to grow the emotional intelligence of their organizations so they can nourish love, care, and compassion
- **The Container Store** – “Get organized, be happy.”
 - **Zappos** – “Delivering happiness.”
 - **Amazon** – “To be earth’s most customer-centric company.”
 - **JetBlue** – “Inspire humanity.
 - **Wegmans** – “Helping families live healthier, better lives through food.”
 - **Starbucks** – “To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.”
 - **Whole Foods** – “to nourish people and the planet.”
 - **Vs. Cancer** – “to empower any sports team, any athlete and any community to help kids with cancer.”

What is the good, the care, the relief, or the empathy your company intends to bring to customers and the world?

- Build children's confidence by mastering important life skills.
- Relieve parents' frustration during the “shoe-tying struggle.”
- Make learning joyful instead of stressful.
- Encourage independence for kids at a formative stage.
- Reduce tears and tantrums during morning routines.
- Support teachers and caregivers with simple teaching tools.
- Give parents a fun way to celebrate milestones.
- Provide products that bring families together around learning moments.
- Share profits with schools through fundraisers.
- Cultivate patience, pride, and resilience in children.

The Purpose of Bringing Innovation

- A purpose that embraces the search for truth and the pursuit of knowledge.
 - Pursuit of knowledge, discovery and learning something never known before.
 - The pursuit of advancements that improve the quality or sustainability of life, animals, nature, the environment, or the world at large.
 - A purpose related to the discovery of knowledge that enhances, heals, extends, or otherwise improves.
- **Google** – “To organize the world’s information and make it universally accessible and useful.”
 - **Intel** – “To create world-changing technology that improves the life of every person on the planet.”
 - **Genentech** – “To deliver more life to every patient today and fuel tomorrow’s breakthroughs.”
 - **Amgen** – “To serve patients by transforming the promise of science and biotechnology into therapies that have the power to restore health and save lives.”
 - **Medtronic** – “To contribute to human welfare.”
 - **Bright Pink** – “To save lives from breast and ovarian cancer by empowering women with knowledge and information.”
 - **Global Communities** – “Brings together local ingenuity and global insights to save lives, advance equity, and secure strong futures.”

To what solution does your business intend to dedicate continuous innovation, search for truth, or pursuit knowledge?

- Reinvent everyday items (like shoelaces) as playful teaching tools.
- Use design thinking to make skills more accessible to little hands.
- Apply color coding to simplify step-by-step learning.
- Innovate in the overlooked space of early childhood skill-building.
- Combine fun with function to accelerate mastery.
- Experiment with materials that are durable yet child-friendly.
- Expand into a broader portfolio of skill-building products.
- Leverage ambassador networks to spread educational tools locally.
- Introduce gamification into daily routines.
- Continue discovering simple solutions for big developmental milestones.

Core Purpose Creator

Example: Savvy Kids



The Purpose of Bringing Beauty

- A purpose that expresses the pursuit of beauty, excellence, and the quest for perfection.
 - Often seen through organizations dedicated to creative arts including design, music, painting, film, and handicrafts, as well as through methods of creating a better life through laughter, play, fun, or adventure, travel, or experiences.
 - True excellence expresses beauty in unique and inspiring ways to make our lives more enjoyable or uplifted.
- **Apple** – “To create insanely great technology.”
 - **Ritz-Carlton** – “To inspire life’s most meaningful journeys.”
 - **BMW** – “The ultimate driving machine.”
 - **The Smithsonian Institute** – “To increase the diffusion of knowledge.”
 - **Abercrombie & Kent** – “To provide travel that enhances and changes lives.”
 - **First Descents** – “To provide life-changing outdoor adventures for young adults impacted by cancer.”
 - **CoachArt** – “To create a transformative arts and athletics community for families impacted by childhood chronic illness.”

What is the specific form of beauty, excellence, or knowledge your company intends to devote itself to bringing to customers, society, and the world?

- Create shoelaces that are colorful, fun, and inviting.
- Make everyday tasks feel magical to a child.
- Infuse joy into products through playful design.
- Offer parents a product that looks as good as it functions.
- Elevate a child's sense of pride in their shoes and themselves.
- Bring delight into school fundraisers with products kids are excited about.
- Craft packaging that feels cheerful and parent-approved.
- Use color and design as a teaching tool, not just decoration.
- Celebrate the beauty of childhood milestones.
- Transform ordinary objects into extraordinary learning aids.

The Purpose of Fostering Change

- A purpose motivated by a desire to change the world, not necessarily through service to others, or through discovery and pursuit of knowledge, or through the quest for perfection, but through the desire to really change things.
- To truly make the world better.
- To solve insoluble problems.
- To do the really courageous thing even when it is very risky.
- To achieve what others say is impossible.
- When Henry Ford first created the **Ford Motor Company** – “Opening the highways to all mankind.”
- **Grameen Bank** – “empowers the poor, especially women, to create a world without poverty and hunger.”
- **Watts of Love** is a global solar lighting nonprofit – “to bring people the power to raise themselves out of the darkness of poverty.”
- **Red My Lips Organization** – “To transform our culture of sexual violence by educating, inspiring, and mobilizing a global community to red their lips, raise their voices, and create real change.”

What is the specific change your company aims to bring to the world, society, community, or specific problem?

- Shift from frustrating learning moments to joyful breakthroughs.
- Empower kids to take pride in mastering skills early.
- Change how parents think about teaching life skills—make it fun.
- Build a culture of confidence in children through small wins.
- Transform fundraising from candy bars to educational products.
- Give schools new ways to raise money while helping kids grow.
- Encourage play-based learning at home and in classrooms.
- Challenge the idea that skill-building has to be hard.
- Normalize independence for young children.
- Create a world where learning basic skills sparks joy instead of stress.

PART TWO - DISTILL YOUR PURPOSE

1. Why did you start this business? Reflect upon your company inception story and see the reasons why you were inspired to start this organization?

- Kids struggled to tie shoelaces and felt defeated.
- Parents were frustrated and overwhelmed during learning.
- Morning routines turned into stress points.
- Teachers needed tools to help children in classrooms.
- The market lacked fun, practical skill-building products.
- We saw an opportunity to blend fun with function.
- We wanted to celebrate milestones, not dread them.

2. What gets you up each and every day? What do you hope the impact will be on the people served by your company? Consider the inspirations of good, knowledge, beauty, and change.

- Confidence for kids as they master independence.
- Relief for parents who dread teaching shoelaces.
- Joyful bonding moments between parents and children.
- Practical tools that make hard skills easier.
- Fun, colorful products kids are excited to use.
- School fundraising programs that align with learning.
- A community of ambassadors who spread empowerment.

3. What drives your belief in this company? What do you do that is unique or different than every other business in your market?

- We combine fun design with practical skill-building.
- Our products solve real frustrations for parents and kids.
- Color-coded, wider shoelaces are truly unique.
- We focus on everyday milestones, not just toys.
- We provide a win-win for families and schools.
- Ambassadors connect directly with communities.
- We believe small wins create lifelong confidence.

Core Purpose Creator

Example: Savvy Kids



4. Today, tomorrow, and always, what is the impact you want to create for each and every person you serve?

- Seeing a child beam with pride when they tie their shoes.
- Helping parents turn struggles into celebrations.
- Supporting schools through meaningful fundraisers.
- Hearing stories of breakthrough moments at home.
- Watching ambassadors grow into community leaders.
- Knowing we're creating tools that make life smoother for families.

PART THREE - BRAINSTORM YOUR CORE PURPOSE

Jumping off from the questions answered above, complete the sentence. The core purpose of [company name _____] is to...

- ...make learning life skills joyful for kids and stress-free for parents.
- ...empower children to build confidence through playful, practical tools.
- ...turn everyday struggles into proud milestones for families.
- ...design fun, functional products that make independence easier for kids.
- ...help parents and teachers teach life skills with joy, patience, and success.
- ...create confidence-building tools that children love and families celebrate.
- ...transform the way kids learn everyday skills—by making it fun, colorful, and empowering.

PART FOUR - DRAFT and FINALIZE YOUR CORE PURPOSE

Go ahead and write down your drafted Core Purpose below:

To empower children to build confidence and independence by turning everyday learning moments into joyful milestones.

Insert your Core Purpose into your [4-Page Growth Plan™](#).

PART FIVE - The Litmus Test

Now that you have drafted your Core Purpose, it is time to make sure it passes the four-part litmus test below.

YES	NO	1. IT IS ALREADY TRUE. This is not something you aim to be in the future. This is a declaration of what your current and ongoing purpose is. You can say it now and know it to be true. It is not something you strive to become. Your company already has this purpose.
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YES	NO	2. IT STATES WHO YOU ARE AND IMPLIES WHO YOU ARE NOT. Declaring a core purpose heralds what you are and will be. It is a strategic choice. And in the process, helps you know what you are not, and will direct what you do and don't do now and in the future. It should be open enough to allow your organization to grow and evolve, while also maintaining a boundary about the work that isn't for your company to do.
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YES	NO	3. IT INSPIRES THE BEST IN EVERYONE. The words should do more than just state what you do. It should move and inspire your team to bring forth the best in them each and every day.
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YES	NO	4. IT STANDS THE TEST OF TIME. It is something you know will be important for your company both now and 100 years from now.
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