

Core Purpose Creator

Utilize this worksheet to elicit the Core Purpose of your company.



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.

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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?

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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?

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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?

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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?

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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?

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.

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

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

PART THREE - BRAINSTORM YOUR CORE PURPOSE

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

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PART FOUR - DRAFT and FINALIZE YOUR CORE PURPOSE

Go ahead and write down your drafted Core Purpose below:

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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Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a transformational flywheel accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full FFG Toolkit today.

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Elevate Your Growth Potential

- Scoring 80 or higher reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

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Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel is designed to help you and your team accelerate in the three dimensions that all businesses need to continuously innovate and improve:
 1. **Impact** – The good your business brings to customers, your industry, your community, and the world at large.
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

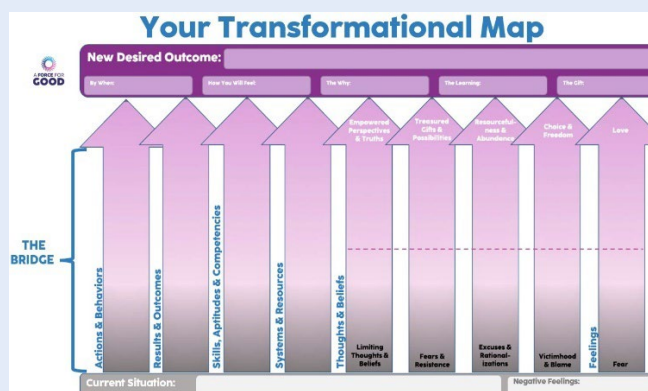
www.aforceforgood.biz/accelerator



The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

