

# Masterclass Summarized Transcript



## The Purpose Revolution: Crafting Your Company's Future with the Core Purpose Creator™

### Welcome & Opening

Welcome to *The Purpose Revolution*. I'm so excited to be with you today as part of the **Force for Good Weekly Toolkit Series**.

Talking about *purpose* is one of the most important pieces of building a scalable business.

Let's start with some reflective questions:

- Do you wish your company was more profitable, but fear that further growth will only increase your workload?
- Do you feel like your company's growth has plateaued?
- Are you overwhelmed by the daily demands of running your company?
- Is your company dependent on you to make all the decisions?
- Do you feel like the bottleneck of your company's operations?
- Are you struggling to maintain passion and inspiration in the daily grind?

## The Force for Good System: The Secret to Perpetual Growth

The **Force for Good System** exists for this very reason.

The secret to perpetual growth begins with this:

**What got you here will not get you there.**

The success you've already achieved required one kind of effort—but scaling requires dismantling and reorganizing. Working harder is not the answer.

You need to:

- Pull back.
- Empower your team to do more.
- Work differently, not harder.

One of the best ways to begin is by implementing tools one at a time—*just one per week*. This rhythm:

- Helps your team understand your thinking.
- Allows them to take things off your plate.
- Trains them to step into leadership roles.

The counterintuitive truth is this: the secret to perpetual, sustainable growth is to **work differently with your team**—so they're empowered to do more for you.

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## Building a Self-Managing Company

The **Force for Good Toolkit Series** is an elevated model of leading scalable, perpetual growth while also increasing personal prosperity and freedom.

We introduce tools and mindsets to help you, your team, and your company grow. By implementing the Force for Good Business Operating System—one tool at a time—you'll:

- Build a system that grows *impact, scale, and profit* automatically.
- Empower your team to maximize their daily impact.
- Become a high-performance CEO, trained little by little through the tools.

Every time you use a tool with your team, you're not only solving a business need—you're *building leaders within your team*. Over time, you create a **self-managing company** that thrives with or without you.

Imagine taking a vacation—or even a sabbatical—and knowing your company can still grow and thrive. That's what this system is designed for.

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## Why Purpose Matters

Today we're going to focus on **purpose**.

Purpose is one of the most essential pieces of the Force for Good System. It's also a big focus of *Chapter 2* of my book, *A Force for Good*.

Your company's **Core Purpose** is:

- The essential reason your company exists—beyond making money.
- The contribution you bring to the world.

- The transformation your customers experience when they engage with your products, services, or people.

Today's tool is the **Core Purpose Creator™**. You'll find a link in the show notes.

We'll spend this time together:

- Exploring why purpose matters.
- Walking through the four inspirations of purpose.
- Using the Core Purpose Creator™ tool.
- Defining and deepening your company's purpose.

I often say:

***Your Core Purpose puts the wind in your sails... and your sales.***

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## Connecting Heart and Soul

Let's connect this work to your deeper self:

- Why did you decide to start your company?
- If you're a team member, why did you join?
- What inspires you?
- What good do you hope to bring through your business?

Make this tangible. Reflect on the past week:

- Where did you or your team make a positive difference?
- What outcomes made you feel proud?
- Where did you bring relief, care, or transformation to someone?

Now, imagine your customers. One of my favorite practices is to picture them in the morning—sending them gratitude, imagining their faces, recognizing their trust.

Ask yourself: *What's one thing you could do this week to honor yourself and your team for the good you bring to others?*

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## What Is a Core Purpose?

**Core Purpose** is the fundamental reason an organization exists. It's about transformation.

Customers arrive in one condition, and after interacting with your products, services, people, or even your website—they leave transformed.

Core Purpose answers:

- Why do we exist?
- Why must we continue to exist into the future?
- What is our contribution?
- Why is the world better because we exist?
- What would be missed if we disappeared?

Once set, your Core Purpose becomes an **anchor**—something that doesn't change even as your strategies, products, or markets do.

**Core Purpose is not what you do (that's mission).**

**Core Purpose is why you exist.**

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## Why Have a Core Purpose?

A true Core Purpose:

- **Guides and filters** every organizational choice.
- **Inspires commitment** from your team, especially in hard times.
- **Prevents burnout** by reconnecting people to meaning.
- **Endures over time**, serving as a cultural foundation.

When your team is connected to a Core Purpose, they bring their best—even during challenges.

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## The Four Inspirations of Purpose

We'll now walk through the four inspirations of purpose, adapted from Plato and Joseph Campbell: **The Good, The True, The Beautiful, and The Heroic.**

### 1. The Good – Service & Care

A purpose rooted in authentic service and empathy.

- Examples:
  - The Container Store – *Get organized, be happy*
  - Zappos – *Deliver happiness*
  - JetBlue – *Inspire humanity*
  - Wegmans – *Help families live healthier, better lives*
  - Whole Foods – *Nourish people and the planet*

Reflect: How does your company create care, relief, or good for others?

### 2. The True – Knowledge & Innovation

A purpose inspired by innovation, discovery, and the pursuit of truth.

- Examples:
  - Google – *Organize the world's information*
  - Intel – *Create world-changing technology*

- Genentech – *Deliver more life to every patient*

Reflect: What truths or breakthroughs is your company bringing to the world?

### 3. The Beautiful – Excellence & Upliftment

A purpose devoted to beauty, excellence, or joy.

- Examples:
  - Apple – *Create insanely great technology*
  - Ritz-Carlton – *Improve life through meaningful journeys*
  - BMW – *The ultimate driving machine*
  - Smithsonian – *Increase the diffusion of knowledge*
  - Abercrombie & Kent – *Provide travel that changes lives*

Reflect: How does your company uplift, inspire, or create excellence for others?

### 4. The Heroic – Change & Transformation

A purpose motivated by changing the world.

- Examples:
  - Ford – *Open the highways to all mankind*
  - Grameen Bank – *Empower the poor, especially women, to create a world without poverty*
  - Liter of Light – *Bring people the power to raise themselves out of the darkness of poverty*

Reflect: What specific change is your company determined to create?

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## Distilling Your Purpose

Now, distill your reflections into a single statement:

*The Core Purpose of our company is \_\_\_\_\_.*

Examples include:

- *Deliver happiness.*
- *Inspire humanity.*
- *Nourish people and the planet.*
- *Create world-changing technology.*

Write your draft on **Page 8 of the Core Purpose Creator™**. Then place it in your **Four-Page Growth Plan**—the most essential tool for capturing the central elements of your business.

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## Testing & Refining Your Core Purpose

Give yourself 30–60 days to test and refine your purpose with your team. Ask:

1. **Is it already true?** It should reflect who you already are.
2. **Does it define who we are—and who we are not?** A good purpose implies boundaries.
3. **Does it inspire the best in everyone?** It should move your team to do their best.
4. **Will it stand the test of time?** Will it matter now and 100 years from now?

Once you're confident, make it permanent and live with it for at least a year before revisiting.

## Closing & Next Steps

Congratulations—you've drafted your Core Purpose.

Be sure to:

- Download the **Core Purpose Creator™**.
- Explore the other essential Force for Good tools:
  - The 4-Page Growth Plan™
  - The Transformation Map™
  - The Seven Rituals of Innovation™

You can:

- Join me for **Office Hours**.
- Get all the tools by purchasing *A Force for Good*.

Ask yourself: ***How can I embody my company's Core Purpose—and empower my team to do the same?***

Thank you for being here. Go make the world a better place.