



A Force for Good

The Purpose Revolution

Crafting Your Company's Future with the
Core Purpose Creator

Core Purpose Creator
Write this worksheet to craft the Core Purpose of your company.

PART ONE - DISCOVER YOUR REASON WHY

What is your reason why?
Write this worksheet to craft the Core Purpose of your company.

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The Purpose of Bringing Good

1. A core purpose centered to deliver authentic, 2. The business does "not" represent or benefit 3. Impact - "Sustaining business."

Why do you do this?
1. 2. 3.

How do you do this?
1. 2. 3.

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The Purpose of Bringing Innovation

1. A purpose that unlocks the world for 2. Design - "To improve the world's information 3. Impact - "Sustaining business."

Why do you do this?
1. 2. 3.

How do you do this?
1. 2. 3.

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The Purpose of Bringing Beauty

1. A purpose that improves the world of 2. Design - "To create beauty, great 3. Impact - "Sustaining business."

Why do you do this?
1. 2. 3.

How do you do this?
1. 2. 3.

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The Purpose of Fostering Change

1. A purpose that improves the world of 2. Design - "To create beauty, great 3. Impact - "Sustaining business."

Why do you do this?
1. 2. 3.

How do you do this?
1. 2. 3.

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PART TWO - DRAFT YOUR PURPOSE

1. Why do you do this business? Reflect upon your company's mission, story and use the reason why you do.

2. What is your purpose?

3. What is your purpose?

4. What is your purpose?

5. What is your purpose?

6. What is your purpose?

7. What is your purpose?

8. What is your purpose?

9. What is your purpose?

10. What is your purpose?

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PART FOUR - DRAFT AND FINALIZE YOUR CORE PURPOSE

1. What is your purpose?

2. What is your purpose?

3. What is your purpose?

4. What is your purpose?

5. What is your purpose?

6. What is your purpose?

7. What is your purpose?

8. What is your purpose?

9. What is your purpose?

10. What is your purpose?

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PART FIVE - The Litmus Test

Now that you have drafted your Core Purpose, it is time to create sure it passes the four-part Litmus Test below.

1. **IS IT CLEAR AND CONCISE?** This is the first question you should ask. If the answer is no, then you need to revise your purpose. It should be clear and concise, and it should be easy to understand. It should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose.

2. **IS IT MEANINGFUL AND INSPIRING?** This is the second question you should ask. If the answer is no, then you need to revise your purpose. It should be meaningful and inspiring, and it should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose.

3. **IS IT DIFFERENTIATING AND UNIQUE?** This is the third question you should ask. If the answer is no, then you need to revise your purpose. It should be differentiating and unique, and it should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose.

4. **IS IT ACTIONABLE AND MEASURABLE?** This is the fourth question you should ask. If the answer is no, then you need to revise your purpose. It should be actionable and measurable, and it should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose. It should be a statement of your core values and ongoing purpose.



Today's Purpose

- Do you wish your company was more profitable, but fear that further growth will only increase your workload?
- Are you feeling like your company's growth has plateaued?
- Do you find yourself overwhelmed by the demands of running your company?
- Is the company dependent on you to make all the decisions? Are the bottleneck of your company's operations?
- Are you struggling to maintain passion and inspiration in the daily grind?
- What if the only way to grow, would be for you to work less?

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The Secret to Perpetual Growth

- What got you here, won't get you there.
- Working harder is not the answer.
- The secret to creating perpetual, sustainable growth is counter-intuitive.
- The secret is for you to work less and differently.

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Welcome to the Force for Good ToolKit Series

- Welcome to the Force for Good ToolKit Series!
- The Force for Good System is an elevated model of leading scalable, perpetual growth, while increasing your personal prosperity and freedom.
- This series empowers founders to elevate *how* their company operates but using the Force for Good ToolKit.
- In each mini workshop we introduce tools and mindsets that help you, your team, and your company grow and prosper.
- By implementing the Force for Good Business Operating System tools one by one with your team, you will:
 - Develop a system for perpetual growth – impact, scale, profit.
 - Empower your team to maximize their impact daily.
 - Become a high-performance, high-impact CEO.
 - Help every team member grow as a leader.
 - Build a self-managing company that thrives with or without your daily involvement.
 - Foster personal freedom and prosperity.

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Today's Focus: Core Purpose

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- Core Purpose: The essential reason your company exists beyond making money—its contribution to the world.
- Today's Tool: Core Purpose Creator.
- Workshop Goals:
 1. Why Core Purpose Matters.
 2. Utilize the Core Purpose Creator Tool.
 3. Define your company's Core Purpose.
 4. Identify one High-Leverage Habit and one High-Potency Action to enhance growth, freedom, and prosperity.
- Download it now!



Connect to Your Heart

1. Connect to your heart and ask yourself why you decided to start your company.
2. What is good you hope to bring to others through your business?
3. Reflect back on the past week. Allow yourself to see moments of good. Moments where you or your business made a difference.
4. Now take a moment to consider your customers. Imagine their faces around you right now. Let yourself feel gratitude for their presence in your life. Send them thanks for trusting your company with their wants and needs.
5. Breathe into your heart your gratitude for every customer you serve, every person on your team, and all the ways you and your company are abundant.
6. What is something you could do this week to honor yourself and your team for the good you bring to others?





The Brighter Future You Envision

- What would meaningful success look like to you in the next 12 months?
- Bring this most essential goal in your heart.
- Write down your goal now.
- Circle it with loving light.
- As you circle it, call forth the wisdom within you and your team to help this breakthrough happen beautifully.

Core Purpose





A FORCE FOR GOOD Core Purpose

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What is a Core Purpose?

- The fundamental reason 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?
 - Why do we need to 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.
- It is the reason why donors want to give.
- A great purpose is transcendent, energizing, and inspiring for all the independent stakeholders.

What is that deep, true, unchanging reason why your company exists?



The Four Inspirations of Purpose

Inspired by Plato's transcendent ideals for the good, the true, and beautiful, plus the transformative nature of Joseph Campbell's, Hero's Journey.

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The Good

Service to others – improving health, education, communication, and quality of life



The True

Discovery and furthering human knowledge



The Beautiful

Commitment to excellence and creation of beauty



The Heroic

Courage to do what is right to change and improve the world

Inspired by *“The Good”*

Contemplate:
*How does your company
bring good?*

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- A core purpose committed to deliver authentic service 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.”

Inspired by *“The True”*

Contemplate:

*How does your company
bring truth and knowledge?*

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- 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.”

Inspired by *“The Beautiful”*

Contemplate:

*How does your company
bring beauty, laughter, play,
elevation?*

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- 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 and 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 creates a transformative arts and athletics community for families impacted by childhood chronic illness.

Inspired by “The Heroic”

Contemplate:
*How your company is
courageously changing the
world?*

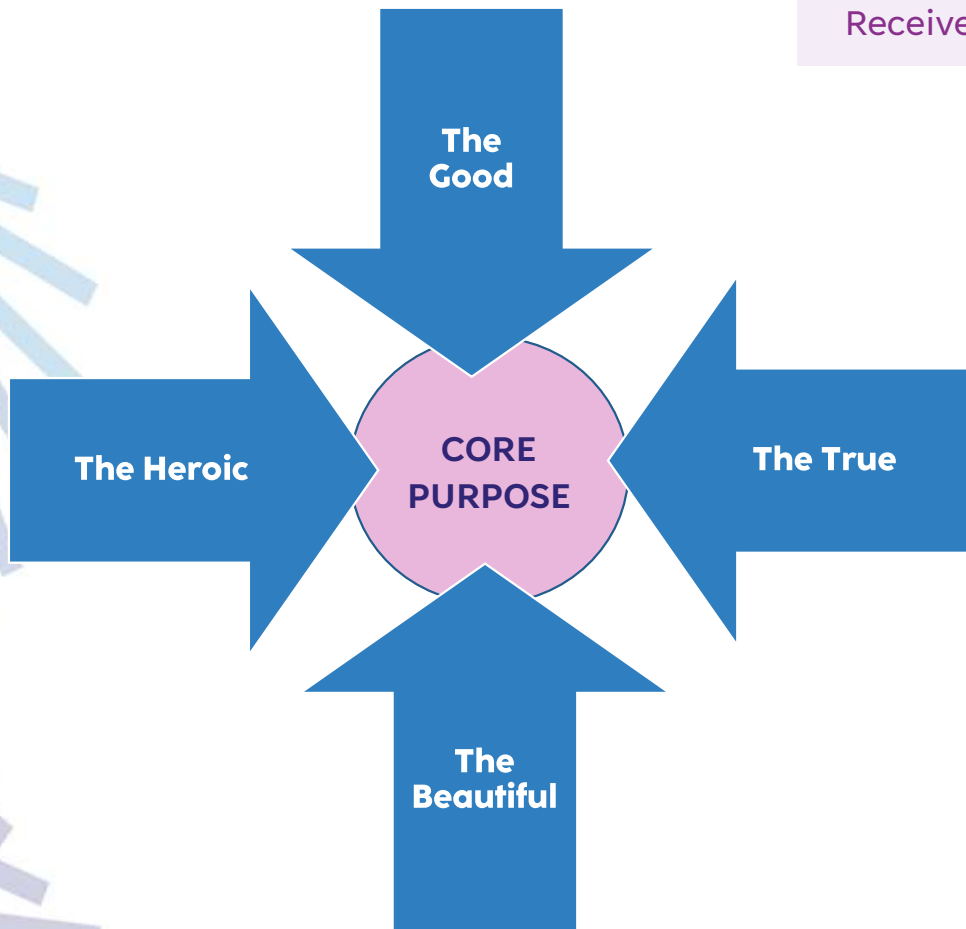
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- A purpose motivated by a desire to change the world, not necessarily through service to others, or through discovery and pursuit of knowledge, or through the quest for perfection, but through the desire to really change things
- To truly make the 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
- A hero is a person (or organization) of distinguished courage or ability, admired for brave deeds and noble qualities
- 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 Core Purpose of Your Company?

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1. What is the fundamental reason that your company exists?
2. What is the transformation you hope to bring every day to those you serve?
 - *What is the transformation they experience?*
 - *They go from “what” to “what”?*
3. What do you hope the impact is on customers?
4. Why is that (impact, change, or transformation) important?



Core Purpose Creator

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Discover Your Reason Why

- The Purpose of Bringing Good
- The Purpose of Bringing Innovation
- The Purpose of Bringing Beauty

Distill Your Purpose

Brainstorm Your Purpose

Draft Your Core Purpose

The Litmus Test



Next Steps

- Download the Force for Good ToolKit this week:
aforceforgood.biz/weekly-tool/
 - 4-Page Growth Plan™
 - Transformational Map™
 - Seven Rituals of Innovation™
- Join me for Founder Office Hours

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A FORCE FOR
GOOD

The Book

- Purchase the book and gain access to receive the Force for Good ToolKit.
- Instructions for each tool.
- The full System™

aforceforgood.biz/book





Growth Accelerator

- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.

aforceforgood.biz/accelerator



Force for Good Tool of the Week

- Every week we launch a new tool and mini retreat.
- Mini retreat live every Monday at 12 PM ET.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



Thank you!