



An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

BRING YOUR PURPOSE TO LIFE

Have you ever asked yourself why your company is in business? Great companies have a purpose that people can feel passionate about.

It's the difference you want to make on the planet through your business.

Think of it this way:

If you're traveling anywhere, you begin at one point, travel along a certain path, and eventually arrive at your destination.

You begin with the end in mind; you are guided by why you went on the journey, driven by how you followed the path, and what you expected to find when you arrived.

You have to know where you're going to be able to figure out the best way to get there.

Some great Purpose Statements to inspire

- IAG INSURANCE** To help people manage risk and recover from the hardship of unexpected loss.
- NIKE** To bring inspiration and innovation to every athlete in the world.
- WALT DISNEY** To make people happy.
- SETI INSTITUTE** Our purpose is to explore, understand, and explain the origin, nature, prevalence and distribution of life in the universe.
- AESOP** To formulate skin, hair and beauty products of the finest quality with a proven record of safety and efficacy.
- PUKKA HERBS** Through the incredible power of plants we will inspire you to lead a more conscious life. We will strive everyday to create a Pukka planet benefiting people, plants and the planet.
- WALMART** Our purpose is to give ordinary folk the chance to buy the same things as rich people.

To unlock your Purpose you're going to work through the "WHY" exercise. Below is an example of a fictitious discussion between a workshop leader (WL) and a social entrepreneur (SE). In this example the WL asks SE the question "why?" until their Purpose is realised by working through the process.

WL: Can you tell me about your purpose?

SE: I want to create a school.

WL: This is not a particularly inspiring purpose, and what will happen when the school has been created? Why do you want to build a school?

SE: Because none of the existing schools in the area are any good.

WL: Why is that important to you?

SE: I want the children in the area to get a better education.

WL: Why?

SE: Because we are never going to get out of the cycle of deprivation, poor health, unemployment that plagues this area until we do.

WL: Why is that important?

SE: Because I want all the children in this area to have the best chance to improve their lives.

Aha! This last sentence is the key to the purpose: I want all children to have the best chance to improve their lives.

So now it's your turn to brainstorm your Purpose Statement using the "why" process. Find a friend to question you "why" in the same way. I suggest recording the discussion, or if not, make notes on a separate piece of paper.

Record your "AHA" moment here:

Did you find your Purpose? Can you improve on it after some reflection? If you're not sure use the following criteria to refine your Purpose Statement.

1. The statement should be personally fulfilling for you.
2. The statement should include how it will inspire your customers.
3. Finally, it should capture how your brand will have a positive impact on the world.

When you're ready record your Purpose Statement here:

