



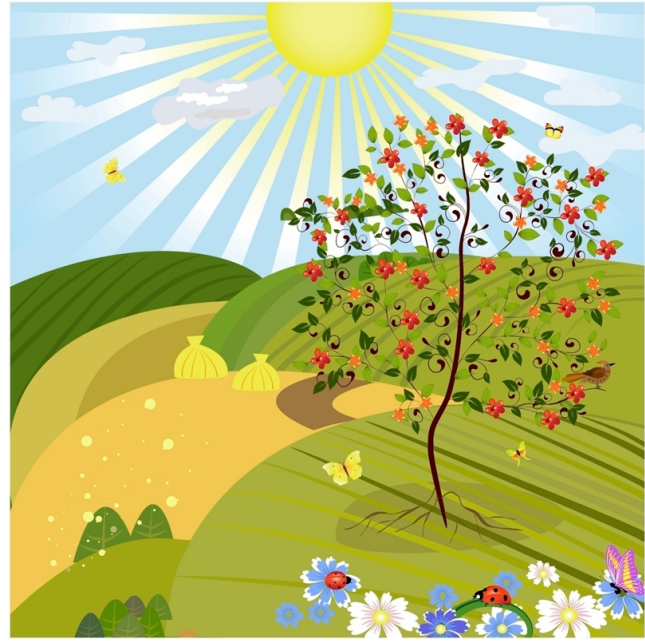
WORKSHEET 1.0

Step 1 Purpose Why does your business exist other than to make money?

Welcome to your first activity! This step is essential for capturing your business purpose as it relates to **you**, your **customers** and the **world**. Making money is satisfying and part of your business responsibility—you need to pay your rent and employees, deliver a product or service, etc. But I believe that needn't be your only purpose. Here I challenge you to dig deep into why you're passionate about this business. Why you cannot rest until this business has been realized. We're talking about a purpose for your business that involves, empowers and inspires your customers, employees and yourself. You create a higher sense of fulfillment with your business, and your brand signals that to the world.

In this activity it's important to also consider the voice of your customers. I challenge you to truly put yourself into the mindset of your customers so that you can understand their emotional needs.

So let's get at it shall we? Let's start by dreaming...



How will you know your purpose is Good?

1. It's personally fulfilling for you.
2. It's inspiring for your customers.
3. It will have a positive impact on the world.



WORKSHEET 1.1

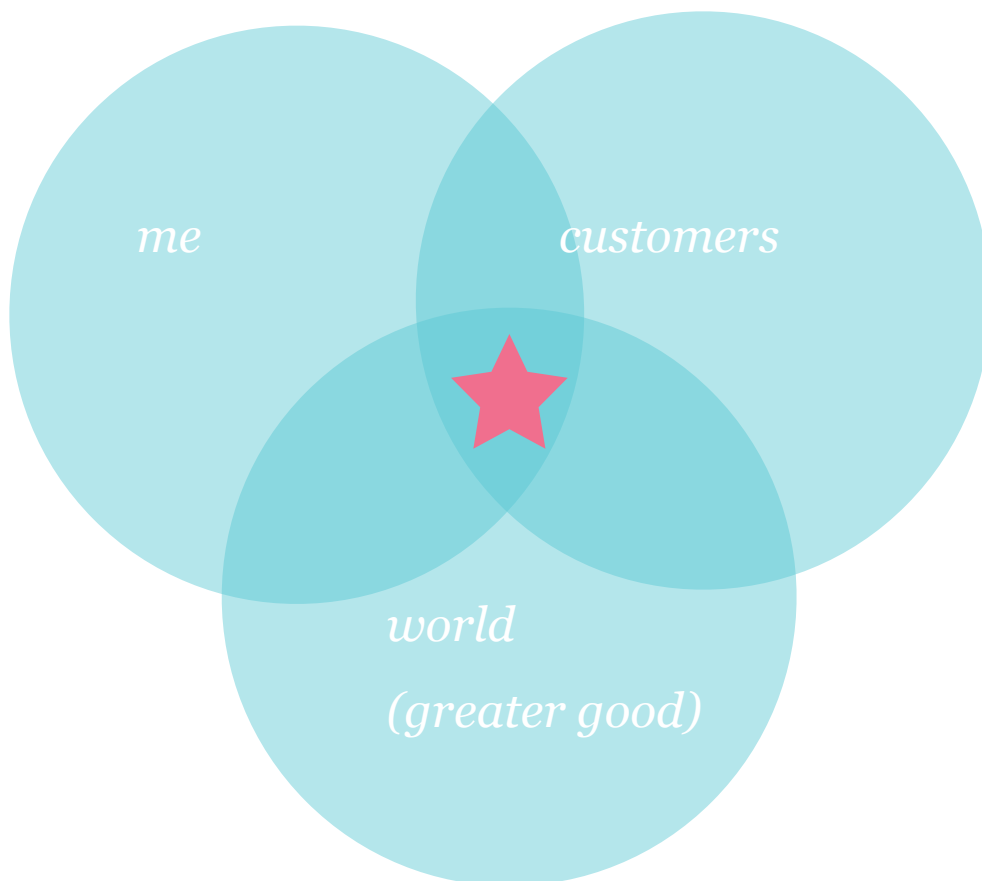
<i>Brainstorming questions</i>	<i>You</i>	<i>Customers</i>	<i>World (Greater Good)</i>
Why are you passionate about this business?			
What do you, your customers and the world desire from your business?			
What role will your business play in helping you, customers and the world achieve their dreams?			
What problems does your company solve for your customers & the world?			
What emotional state do you, your customers and the world want to experience with your business?			
How will your product / service make you, your customers and the world a better place?			



WORKSHEET 1.2

Discovering your *place of passion*

In the previous exercise, you brainstormed questions that inspire you personally and thought about how business might relate that to your customers and the greater good. Now it's time to connect all three groups together. What's the common theme that links the purpose with you, your customers and the world? Why do your customers care to buy from your company?



Example: TOMS

me– Helping the kids I saw in Argentina.

customers– My purchase helps a child.

world– Helping kids live better healthier lives.

sweet spot– TOMS One for one.

