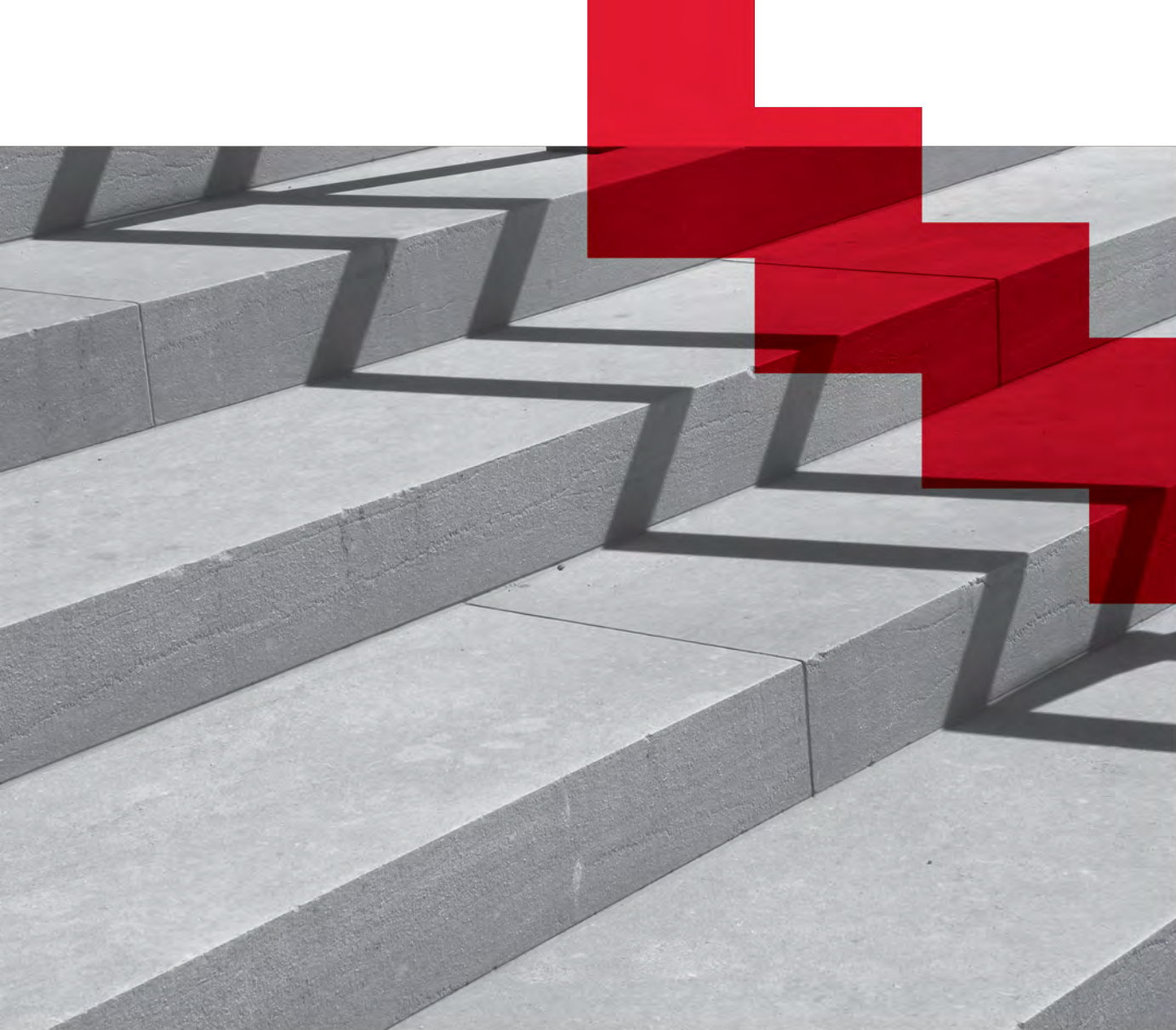




DISCOVER YOUR PURPOSE

PRACTICE SHEET



STEPS TO DISCOVERING YOUR PURPOSE

1. Gather stories
2. Identify themes
3. Draft and refine your purpose statement





GATHER STORIES

Your purpose comes from looking back! Learning the **purpose** of your company always starts with one thing: **You.**

1

GATHER STORIES



Reconnect with your past to discover your purpose.

At its core, your purpose is an origin story.

By looking into your past and teasing out the most significant threads – the experiences you’ve had, the people you’ve been influenced by, the lives you’ve touched and the highs and lows you’ve faced – you can identify patterns.

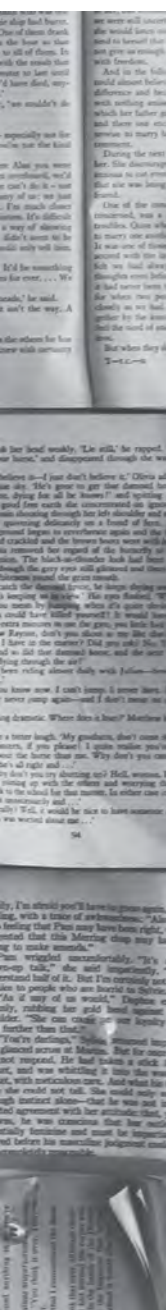
To uncover your purpose, you must bring together your most standout memories – your defining moments – and examine them to find the connections.

Take a minute each day for one week to write down a moment where you felt a sense of purpose in your work.

Noticing where you find purpose is the first step to creating more of it.

Ask a spouse, relative or close friend where they’ve seen you light up in your work. It can be a quick way to see ways you create purpose that are in your blind spot.

For teams, the purpose also comes from the past – either the origin story of how the company was founded or from specific stories shared by other members of the team that represent what makes them proud to be a part of the team.



1

GATHER STORIES



To help identify your purpose ask yourself:

What am I passionate about?

What am I doing when I'm at my best?

What do I deeply value?

Why you started your business?

What can I change for the better?

Why?



IDENTIFY THEMES

The next step in discovering your purpose statement is to identify themes: the recurring ideas, words, phrases and feelings that emerged from your stories.

2 IDENTIFY THEMES

These themes become the foundation of your purpose statement.

As you pan through your stories, themes will start to emerge, insights about yourself and your team that you may never have expressed before.

As the process unfolds, one or two of those nuggets will seem to shine brighter than all the others.

They will feel bigger, more important. They will shine so brightly that you will point to them and say, "That's me - that's who I am," or "That's us - that's our team."

These themes become the foundation of your purpose statement.

To help you along this journey, sort key nuggets from your stories into problems, opportunities, insights and needs.

Look for where you can cluster these nuggets, and find overall themes.

Summarise these in the final column into two categories, the contribution you want to make in the lives of others and the impact of that contribution.

Highlight and clarify any key themes that evoke the most emotion, connection, and feel most important to you.

For individuals, identifying theme's from your own stories can be challenging. Try to partner up with a friend, relative or coach to help you identify themes through your stories.

2 IDENTIFY THEMES

Categorise key nuggets from your stories into the below columns. Then work through these to identify theme's that portray the contribution you want to play in people's lives and the impact you envision from this contribution.

PROBLEM	OPPORTUNITY	INSIGHTS	NEEDS	THEMES
From your stories, what key problems are you wanting to solve in this world?	What opportunities presented themselves through your stories?	What key insights have you gained from your stories?	What needs have arisen from your stories?	CONTRIBUTION The contribution that you will make in other people's lives: IMPACT: The impact of that contribution. *HIGHLIGHT ANY KEY THEMES



3

DRAFT YOUR PURPOSE STATEMENT

Once you've identified your overarching themes, it's time to turn them into a draft of your **purpose** statement.

3 DRAFT YOUR PURPOSE STATEMENT

We recommend that you put your draft purpose into this format.

This is the easiest way to ensure that your statement is simple, actionable and focused on how you positively affect other people.

Yup, that's all it is. Not a paragraph. Just one sentence.

Of course, simple doesn't necessarily mean easy. In one sentence, it's harder to hedge or sidestep or hide behind corporate vision and mission. One sentence is the usually more honest. And if you can wrestle your WHY into one sentence, you've much more likely to remember it - and to act on it.

The first blank represents the contribution you make to the lives of others.

The second blank represents the impact of your contribution.

Your contribution is not a product or a service. It's the thing around which everything you do - the decisions you make, the tasks you perform, the products you sell - which aligns to bring about the impact you' envision.

We did it on Purpose!

BRANSON CENTRE OF
ENTREPRENEURSHIP
SOUTH AFRICA
Branson

To _____ inspire entrepreneurs to become purpose-led _____

so that _____ they can change business for good _____ .

Contribution

Impact

3 DRAFT YOUR PURPOSE STATEMENT

Draft two or three statements using this format from the themes you've identified.

DRAFT 1:

To _____

so that _____ .

Contribution

Impact

DRAFT 2:

To _____

so that _____ .

Contribution

Impact

3 DRAFT YOUR PURPOSE STATEMENT

DRAFT 3:

To _____

so that _____ .

Contribution

Impact

DRAFT 4:

To _____

so that _____ .

Contribution

Impact

When complete, put these to the test.

Get the thoughts of your employees, partners and even your customers, if you can.


Which of these effectively communicate why you exist? Which is most likely to ensure the delivery of your business objectives?

Which will help drive decisions and prove a useful compass when times are tough?

TIME TO REFINE



With one or two purpose statements in hand, you're ready to refine your purpose statement into something that is:

- Simple and clear
 - Actionable
 - Focused on the effect you'll have on others, and
 - Express in affirmative language that resonates with you.
- 

TIME TO REFINE

Your Purpose has a big job to do, but it only consists of a few words. That's why trying to articulate it can sometimes be a challenge.

Now that you've discovered your purpose, it's time to refine it.

Remember, your Purpose encapsulates why you exist. It drives every decision your business makes. Your people live and breathe it, and over time it will be the reason your customers keep coming back.

None of this can happen, if you haven't articulated your purpose in a simple sharp and short statement that can easily be remembered by everyone.

Looking back at your selected draft purpose statements, which keywords or phrases stand out most?

Try to refine your purpose into a few words that are simple and clear, actionable and focused on the effect you'll have on others.

Express this in affirmative language that resonates with you and your team.

We refined our purpose statement.

BRANSON CENTRE OF
ENTREPRENEURSHIP
SOUTH AFRICA
Branson

To inspire entrepreneurs to become purpose-led

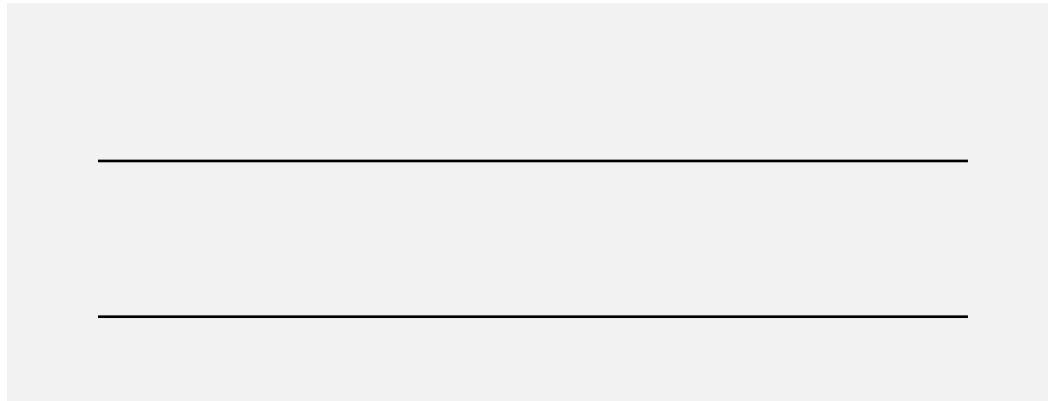
so that they can **Change Business for Good**

Contribution

Impact

TIME TO REFINE

What is your final purpose statement?



Now ask yourself...

How does this make you / your team feel? If the purpose doesn't move you, then reiterate.

Let's put it to the test...

Does your Purpose statement:

- Articulate why you exist?
- Capture the essence of your business?
- Highlight the positive change you will create (how you are changing business for good?)
- Stand the test of time - is it enduring - long term?
- Explain a big, bold ambition?
- Emotionally engage people? Is it simple, distinctive and differentiating?
- Lend itself to driving every decision you make as a business?

You should be able to tick off most of these boxes, if not all. If you're unsure, get in touch with one of our Purpose coaches to test your purpose.

EMBEDDING YOUR PURPOSE

What actions will you take to embed your Purpose into your business?

Another great test to ensure you've nailed your purpose is to understand what actions you can immediately take to embed your purpose in everything your business does.

Write down at least five key actions of how you can embed your purpose in your business immediately.

As you think about how to do this, get in contact with your coach who can support you through embedding your purpose across your business.

Use the following categories as a guide if needed.

PRODUCT	PEOPLE	BRAND	PARTNERSHIPS
PROCESSES	PLANNING	FINANCE	OTHER