purpose statement worksheet

Part 1

1. why does this team exist in the company?

2. the top 3, key values of this team are / should be

3. 3 key words to describe the “how” we do/should do the work we do in the company are

4. what 3 key words do you want associated with the “brand” of the company?

5. if this company is successful at what it’s supposed to do, how will you know?

6. if this company fails at what it’s supposed to do, how will you know?

7. what makes this company special and positively different from others?

8. what will make you proud of this company when you’re successful?

9. what legacy should we be building?

10. if this company didn’t exist, what would be the consequences?

11. if an elderly person or young child asked what we do, how would you answer?

Part 2

Initial Purpose Statement:

Part 3

Revised Purpose Statement: