

Try it: Sort Goal Cards with your Co-Founders

Create a set of about 20 index cards with one goal written on each card. Use relatively general, high-level goals for this exercise rather than the very specific goals in your Goals Manifestos. You just want to create a simple, common language for a conversation. Here are some examples:

- To serve as many users as possible
- To make a positive impact in the lives of our users
- To have a meaningful positive impact on this issue
- To raise money from VCs
- To grow to \$100M of annual revenue or more
- To have an IPO
- To create a lot of jobs
- To earn a significant amount of personal income
- To have the freedom and flexibility to be our own bosses
- To have freedom in our schedules
- To disrupt the industry
- To get started with minimal capital in a scrappy way
- To leave a legacy
- To sell the business for a profit
- To gain industry recognition
- To be a profitable business quickly

- To make a positive impact on our local economy
- To grow as quickly as possible
- To learn a lot
- To have fun

Duplicate the set of cards so that there is one for each co-founder on the team. Ask each person to sort their deck into the priority order that is most meaningful to them, and then share and discuss their ranking with the group. It can be helpful to invite a friend or mentor to facilitate the conversation and help you navigate any potential challenges.