

YOUR NAME:

BUSINESS NAME:

DATE:

## 1 HIGHER PURPOSE:

The difference my business or organization wants to make

**PEOPLE** 3  
Purpose

**PEOPLE** 6  
Vision

**5 WHAT**

My intended human impacts at key points in time

**4 HOW**

My Human Impact Proposition(s) at key points in time

**2 WHO**

The people I seek to impact

**MY** 7  
Purpose

**12 MY**  
Vision

## INTENTION

The strengths, values, and principles that guide my intentions and actions

## ATTENTION

My inner guidance that tells me that I am on track

**GOODS** 8

My strengths, talents and skills

**GUIDEPOSTS** 9

My enduring values, beliefs and standards

**GIFTS** 10

The impact this work has on me

**GUTCHECKS** 11

My internal or embodied experience of having an impact

# INSTRUCTIONS

1

WRITE A PURPOSE STATEMENT TO DESCRIBE THE POSITIVE DIFFERENCE YOU WANT YOUR WORK TO MAKE

2

DETERMINE WHO YOU MOST DIRECTLY SEEK TO IMPACT. DESCRIBE THEM AT THEIR BEST.

3

REPHRASE YOUR PURPOSE STATEMENT TO REFLECT WHY IT MATTERS TO THEM SPECIFICALLY

4

DESCRIBE THE WAYS YOU PROPOSE TO HAVE AN IMPACT AT KEY POINTS IN TIME, ARRANGING THEM AROUND THE CIRCLE

5

LIST THE POSITIVE IMPACT(S) YOU HOPE TO MAKE (WHAT THEY WILL HAVE MORE OR LESS OF IN THEIR LIVES), LINING THEM UP WITH THE CORRESPONDING IMPACT PROPOSITION

6

CREATE AN INSPIRING STATEMENT THAT DESCRIBES YOUR VISION FOR THEIR BETTER FUTURE

7

(OPTIONAL) CREATE A STATEMENT TO DESCRIBE WHY YOUR PURPOSE MATTERS TO YOU. WHAT IS THE DIFFERENCE YOU WANT TO MAKE IN YOUR OWN LIFE?

8

LIST THE STRENGTHS, TALENTS AND SKILLS THAT YOU BRING TO YOUR WORK. WHO ARE YOU AT YOUR BEST?

9

LIST THE ENDURING VALUES, PRINCIPLES AND/OR BELIEFS BEHIND YOUR WORK. WHAT ARE THE CORE IDEALS YOU AIM TO LIVE INTO AND STAND BY?

10

LIST THE WAYS YOUR WORK MAKES A POSITIVE IMPACT IN YOUR LIFE WHEN YOU HAVE A SUSTAINED PURPOSE-DRIVEN IMPACT ON OTHERS OR THE WORLD

11

LIST YOUR EMBODIED EXPERIENCES OF IMPACT. WHAT DO YOU SENSE, EXPERIENCE, OR FEEL WHEN YOU ARE OR ARE NOT HAVING AN IMPACT IN A GIVEN

12

CREATE AN INSPIRING VISION STATEMENT THAT DESCRIBES YOUR IDEAL FUTURE (FOR YOURSELF AND/OR THE WORLD)