Care Like a Mouse, Chapter One – Defining Purpose, Table 1-1, Purpose Formula Worksheet
Purpose is the underlying emotional need that your product or service exists to serve. It can be
identified through a simple formula: Core Strength + Strength Application = Emotional Value.
This worksheet will help you apply that formula to your organization.
Step One – Core Strengths (Those attributes that your organization excels at)
List your organization's Core Strengths and circle those your customers and employees
value most.
Our organization's biggest strengths are
<u></u>
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2. Soloct your Caro Strongth
2. Select your Core Strength.
Force rank and/or combine strengths until you have identified one overarching strength.
Our Cara Chranath is
Our Core Strength is
Step Two – Strengths Application (How you apply your core strength)
1. Identify ways in which you apply that Core Strength to deliver your product or service.
We apply our core strength to
The apply our cone strength to in

2. Force rank and/or combine Strength Applications until you have identified one overarching
Strength Application.
Our Core Strength Application is

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Step Three – Emotional Value (The emotional value your deliver to your customers)

- 1. In the left-hand column, list the value people say they gain from your product or service.

 Then, In the right-hand column, identify the emotion that underlies each Value.
- 2. Combine and force rank the emotional needs met until you have identified one overarching Value.

The Emotional Value people say the	ey get by using our produ	ict or service is	
Product/Service Value		Emotional Need Met	
		-	
		-	
The Emotional Need our product/s	ervice meets is		
Step Four – Define your Purpose Fo	ormula		
Core Strength	Strength Application	Emotional Value	
+		=	

GAIN TEAM BUY-IN AND OBTAIN A BETTER RESULT.

NOTE - Involve members of your organization at all levels in every step of the process and you will