

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)

1. List your organization’s Core Strengths and circle those your customers and employees value most.

Our organization’s biggest strengths are ...

_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Select your Core Strength.

Force rank and/or combine strengths until you have identified one overarching strength.

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 ...

_____	_____
_____	_____
_____	_____

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

Our Core Strength Application is _____

