

Care Like a Mouse, Chapter One – Defining Purpose, Table 1-2, Purpose Statement Worksheet

A Purpose Statement distills the baseline action expected of all members of your organization. It should state the desired emotional result of all activities in simple, concise language. It must also resonate with both your people and your customers. This worksheet will help you develop your Purpose Statement.

Step One – Document your Purpose Formula (see Table 1-1) and write it in below.

Our Purpose Formula is ...

<i>Core Strength</i>		<i>Strength Application</i>		<i>Emotional Value</i>
_____	+	_____	=	_____.

Step Two – Read the incomplete statements below and write key words in columns one and two. Sample words are provided below. Then place your Emotional Value in column three listed below.

<i>Our people who promise to ...</i>		<i>take this action step to ...</i>		<i>deliver our emotional value.</i>
_____		_____		_____.
We		Care		
Us		Comfort		
Our people		Provide		
Our organization		Respect		
Our leaders		Share		

Finding the right combination of words for both the Purpose Formula (1-1) and this Purpose Statement may take time. Continually refine both until you have identified the true emotional value you offer and can articulate it succinctly.

NOTE – INVOLVE MEMBERS OF YOUR ORGANIZATION AT ALL LEVELS IN EVERY STEP OF THE PROCESS AND YOU WILL GAIN TEAM BUY-IN AND OBTAIN A BETTER RESULT.