



**FINDING
YOUR
PURPOSE**

SECTION 5



HOW IS BUILDING A BUSINESS, THAT SERVES MY CUSTOMER, GOING TO BE OF BENEFIT TO ME?



- Your mission statement should be practical and pragmatic
- Your mission statement should be balanced, which implies that you need to give and receive equally (service provided should equal your compensation received)
- Your mission statement should be designed so as to guide you but not overwhelm you



WHAT WOULD YOU LOVE TO **BE**

In the 1st step of the exercise you are going to define what the number **one** thing is you would love to **BE**

WHAT WOULD YOU LOVE TO **DO** MORE OF, TO BECOME THAT

Then define the number **one** thing you would love to **DO** more of, to become that.

WHAT WOULD YOU LOVE TO **HAVE**, FOR DOING THAT

And finally, define the number **one** thing you would love to **HAVE** for doing that. This can of course consist of anything from material wealth to a certain experience or condition.



PURPOSE – MISSION STATEMENT

In the **2nd step** you are going to define your “purpose / mission” statement. This is simply a condensed statement of your responses from the 1st step.

“My primary purpose is to (become) _____, by (doing) _____ so that I can (have) _____ “

WHAT ARE YOUR TOP SEVEN PRIMARY OBJECTIVES

In the **3rd step**, you will now define the Top Seven Primary Objectives you would have to achieve in order to fulfil your mission. This enables us to break your mission down into Primary Objectives which then become the goals you are going to chunk down and link to your highest values, in **section 6**.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____