

## Company Purpose

1 sentence "why" your company does what it does. How do you deliver purpose to customers/employees/supply chain.

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## Personal Purpose

How you make personal meaning out of overall purpose. My purpose is to serve \_\_\_ (who) by \_\_\_ (how) in order to \_\_\_ (why).

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## Personal Strengths

How you want to contribute to the change

How are you developing skills/mastery

Human design gifts/profile

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Personal Goals

What you want to get out of the change

Personal growth (building a network, gaining knowledge, overcome fears, try something new, master a skill)

Social purpose (approach to building relationships that matter w/ in and out of organization)

Societal purpose (how are you serving needs greater than your own)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Company Goals

3 goals (revenue, partnerships, industry)

What is success for the organization?

What transformation will occur?

How will we measure success?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Motivation

Long-term vision feels like

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What's getting in the way

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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## Problem

How might we \_\_\_\_ . 5 whys

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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## Actions

Action/what you will test + role + how will you measure success

- \_\_\_\_\_
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## Actions

What have you tested?

- \_\_\_\_\_
- \_\_\_\_\_
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## Results

What actions produced results?  
How can you do more of what worked?

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<b>Action steps</b>	<b>Metric</b>	<b>Goal</b>	<b>Report</b>	<b>Results</b>	<b>Learning</b>
<i>Items</i>	<i>Measurement of success</i>	<i>What does success look like?</i>	<i>Date, what did you accomplish?</i>	<i>What actions produced results?</i>	<i>How can you do more of what worked?</i>
_____	_____	_____	00/00/00, ____	_____	_____
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