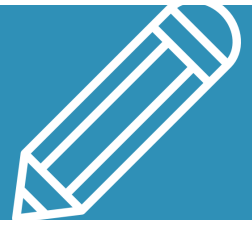


# Writing Your First Draft

## PART ONE ENGAGED PURPOSE WORKSHEETS



### GETTING STARTED

*Your responses to these topics will help draw out the most important information to include in your Purpose statement. Record the answers to what feels most applicable to you and your organization. Make sure to answer from your employees' perspective.*

As the owner of the organization, what are you most passionate about? What aspects of the company and your job energize you? Why did you originally start the business? Where do you see it going in the future?

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Think about what your organization creates or the services you provide. What is the result of that work or the impact it has on your customers? What positive change or transformation does it create?

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Who are the customers or individuals your organization helps? What's unique about them? What's makes them an ideal fit (a repeat customer or long-term client)?

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Focus on all of the people that comprise your organization. What aspects of the company or their jobs do you think energize them? Why do they come to work each day (more than simply a paycheck)?

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What's unique about your organization? How do you enjoy doing business? What makes it important to those who are a part of it? Is it how you do business? Your location or community? The customers or clients you serve and interact with?

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## WRITING YOUR PURPOSE STATEMENT

Before writing your own, review Engagement Multiplier's current purpose statement as an example to follow. The format may vary, but your statement should include three core parts: what you do and who for, why you do it, and how you do it.

### A More Engaged World...

"We enable businesses with identifiable ownership to measurably improve morale, culture and retention; and innovate, thrive and grow.

We are deeply connected to, and energized by, the transformational power of 'engagement' for both business and individuals.

We are proud and protective ambassadors of our community, philosophy and culture where personal growth and unique ability are championed, collaboration is constant and fun is a priority."

Referencing your answers from the thought-starter questions, draft your own Engaged Purpose statement. Don't worry yet if it's too long or too short—it will evolve as you go from here.

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## ENGAGED PURPOSE CHECKLIST

Don't expect your Engaged Purpose to be perfect right away. Use this checklist to make sure first draft meets the guidelines to evaluate and continually evolve your purpose.

### OUR PURPOSE...

- is written for our team.
- has language that is clear and meaningful.
- is filled with emotion and passion.
- is aspirational, yet attainable.
- provides guidance.



*It's important to remember that Engaged Organizations evolve and grow – and with this, your Purpose may too. The goal at this stage is progress, not perfection, and getting to the point where there's a Purpose that connects everyone. You can then use the feedback from Engagement Multiplier every 90 days to drive further action – and results!*

### Questions?



For more information on Engagement Multiplier, or drafting your own Engaged Purpose, please contact:

 [Support@engagementmultiplier.com](mailto:Support@engagementmultiplier.com)

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