



# RUN TO GREAT PURPOSE™ WORKSHEET

## Clarify Your Organisation's Great Purpose

### Compelling Vision Discovery Tool

#### Instructions

Complete the following steps to draft or update your vision (Great Purpose) for your team or organisation. (If your organisation does not have a vision statement or you don't know what it is, begin with Step 2.)

#### Step 1: Evaluate Current Statement

Write your current vision statement in the space below, and then answer the following questions to help evaluate it.

Review and reflect on your current vision statement by thinking about the following questions:

Does it answer why?

Does it capture the essence of who we are as an organisation?

Is it compelling enough to awaken within people a reason to care?

Select one of the following responses:

Yes, quite clearly and with conviction. (Great! The work you'll do here will strengthen and confirm your vision statement.)

No, not really, it could use some work. (The work you'll do here will help improve your vision statement.)

#### Step 2: Describe how you make the world a better place

What did the founder(s) of your organisation see as the reason for starting the organisation?

How do your products and/or services make the world a better place?

How does your organisation make life better for the people you serve?

#### Step 3: Define why your organisation matters

To accomplish your Great Purpose, your products and/or services have to matter to you, your customer and your people (staff, employees or volunteers).

Why do you feel fulfilled being part of creating your products or delivering your services?

Why do your products and/or services matter to your "customers"?

Why should your people care about what you do?



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#### Step 4: A new Vision Statement

A vision statement should:

- Answer the big question: Why do you do what you do?
- Inspire and touch the heart
- Be memorable, simple and easy to understand
- Create a sense of urgency and importance
- Serve as a common connection point to align everyone's role in the organisation
- Describe the difference your organisation makes in the world
- Provide a compelling reason to get out of bed every morning—a reason to care

Think about what you have done and the goals above for a vision statement. Use the space below to either:

- 1) Confirm your current statement,
- 2) Rework the statement, or
- 3) Write a new vision statement.

(Allow yourself plenty of time for this process. Ask if your work meets the goals above. Can it be shortened? If possible, ask someone else to provide feedback on your work and continue refining it until you are satisfied.)

Write your new vision statement. This is your Great Purpose!