

Defining your purpose

for entrepreneurs

START WITH YOU

What do you want your life to look like...

In 3 years? _____

In 5 years? _____

In 7 years? _____

How does the business you're building fit into that?

NOW, THE BUSINESS

Keep it simple: The purpose of a business is to serve clients and customers. But you probably want to build something your team and community feel good about, too. Think about:

Who are you serving? _____

Why are you serving them? _____

What outcome do you want for your clients/customers? _____

What are your values as a business? _____

Based on these answers, draft a mission statement for the business:

You aren't done yet...

BACK TO YOU

Think about your personal mission statement. Or your family mission statement. Now think about how the mission statement for your business relates to your personal (or family) mission statement.

What do they have in common? _____

Do you see any potential conflicts? (For instance, if your business values a 24/7 mindset, while your family prioritizes quality time.) _____

This is the ongoing work: Balancing your purpose at home and as a business owner. Use regular family meetings to help stay ahead of any potential conflicts.