

Defining your purpose for entrepreneurs

| START WITH YOU | |
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| 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? | |
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| 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 goo about, too. Think about: Who are you serving? | d |
| Why are you serving them? | |
| What outcome do you want for your clients/customers? | |
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| What are your values as a business? | |
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| Based on these answers, draft a mission statement for the business: | |
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BACK TO YOU

| Now think about your personal mission statement. Or your <u>family mission statement</u> . Now think about how the mission statement for your business relates to your personal (or family) mission statement. What do they have in common? |
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| Do you see any potential conflicts? (For instance, if your business values a 24/7 mindset, while your family prioritizes quality time.) |
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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.