

Uncovering the Purpose of Your Business



Worksheet

Your name:

Date:

"To get maximum value from this live Webinar series, print this handout, so you can be prepared to take notes during the Webinar!"

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Webinar Dial-In Details

Date: Thursday

Time: 6.30 pm Sydney, Australia

Duration: 1 hr (approx.)

Focus: Uncovering the Purpose of your business and why it matters.

Resources: tiny.cc/purposelpage

Tips to Get the Most Out of This Training

1. Print this handout so you can take notes during this webinar.
2. Turn off your phone, facebook, twitter, email... get a cup of tea
2. Schedule time tomorrow to implement a first step
3. Schedule time to carry out actions at the end of this worksheet in the next week.

Please Note: The webinar will start promptly on time, dial in a few minutes early

The Purpose of Business

This is what we are going to go through Today:

- CHECK-IN WHERE YOU ARE
- Why it is so important to have absolute clarity about the Purpose of your Business
- The 4 key principles about the Purpose of a Business
- The 3 reasons why the Purpose of your business is not about making lots of money
- Some further examples of the 4 key principles in real life
- A couple of tools to help you get clear about the Purpose of your business
- A Business BEDTIME STORY
- The big insights... Yours and mine
- 7 Questions to uncover the Purpose of your business
- An *easy peasy lemon squeezy* special offer that includes supporting a really special charity
- Finally we'll take action ... after all nothing is ever going to change unless we take action.

My biggest challenge / My Most pressing issue in business right now:

My outcome for participating in the webinar:

What do I have to do... what attitude should I take to give myself the best opportunity for achieving my outcome?

Poll: When I think of the Purpose of my business, what I feel is:

- a) Frustrated, because all I seem to be able to do is compete on price... it seems like my market and my customers have mostly no other interest in my business than being the cheapest.
- b) Confused, I don't understand, I thought making Profit would be the most important reason for my business to exist.
- c) Hamstrung, because I know where I want to go and what I want to achieve but my customers seem to want me to go somewhere else most of the time
- d) *All of the above, it just depends which day you ask me*
- e) *Excited because I absolutely know what my business exists for and my customers and my staff are just as excited about that as I am.*

Why we care:

If you don't care about the Purpose of your business, your customers certainly won't and then all that is left is to compete on price.

The Four Principles:

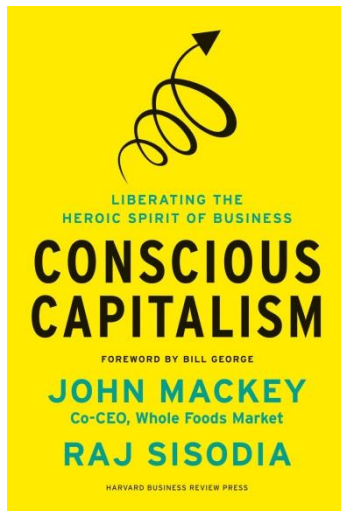
1. **First:** The Purpose of business is ____ to make money
2. **Second:** Competing on price is not a good strategy for sustainable ____.
3. **Third:** In order to avoid having to compete on price, I need to be clear about the ____ of your business.
4. **Fourth:** The Purpose of your business has to relate to my ____ needs.

Money

The Purpose of business is _____ to make lots of money

Because:

- **First:** It doesn't differentiate me from anyone else...
- **Second:** My customers _____ care about my need to make money.
- **Third:** It means it is never _____



John Mackey:

People do not exist to eat _____

Business does not exist to make _____

When you compete on price there will always be someone

Simon Sinek:

People don't buy _____ you do, they buy _____
you do it.

Most business owners say they:

- 1) Do great _____
- 2) At a great _____
- 3) And give great _____

But customers expect that as a _____ All my competitors _____
that already.

That means I can only compete on _____

Examples:

- Architecture that _____
- The most beautiful _____ in the world
- The best small _____ in Sydney
- Experience the _____ of driving

If you say you make the most beautiful tables in the world and you mean it... it
becomes much _____ to make decisions and much more obvious to hire the right
_____ and obvious what _____ to buy to build the tables from



Striving

A Purpose can _____ be achieved. I can only
ever _____ to achieve it

The Purpose of Business

The days of focusing on _____ shareholder value are _____

By not focusing on _____ I make _____ profit.



Architecture that Inspires

Being absolutely clear about the _____ of your business makes it easier to say ____ and being able to say ____ appropriate is one of the most _____ business management tools

End of the profit motive

Focusing on profit has the _____ effect. The more you _____ on profit the _____ likely it is that you will make much of it

Why do so many investors, CEOs, analysts and business owners still focus on _____ shareholder value as their prime driver?

Courage

Money is such an _____ thing to focus on and measure. All you need to do is look at a bank _____

Focusing on a deeper Purpose is much _____. It means having _____ conversations and doing _____ work and making _____ decisions.

It takes true _____ to stick your neck out and commit to a Purpose.

Money is _____ but money comes as a consequence of focusing on your deeper _____ with a capital “P”.

Business Myths

The statement that business exists to make profit is a _____

Only after my business has satisfied my customer’s needs will my customers be _____ for me to make money.



Bedtime story

John was an _____ in the inner city

John his business was _____ aimlessly and his _____ were not engaged.

What engaged John was _____ and John committed to the statement: "You're in _____ Hands"

One day one of his _____ challenged him on using _____ circuit breakers.

And John and his customers lived _____ and _____ ever after

The end

What came up for me:

1. _____

2. _____

3. _____

The Top take aways:

- 1) Money is not the _____ of business
- 2) Competing on _____ sucks
- 3) Unless I am _____ on your Purpose I can only compete on price
- 4) The Purpose has to relate to your _____
- 5) Great work, great price and great service are _____ expectations.
- 6) It takes _____ to commit to a deep Purpose and stick to it

The 7 Questions

The 7 questions to ask to uncover the Purpose of my business

- 1) What are my 5 most important personal _____, as they relate to my business?
- 2) What core _____ do I hold about my business and industry?
- 3) What do I get really _____ about in business; what do I get out of bed for; what am I _____ about?
- 4) What do I want my business to be the _____ in the world at?
- 5) Who are my ideal _____?
- 6) What do my ideal customers _____ or want that they are not getting at present?
- 7) How can I address all 6 questions above and develop a long term sustainable, _____ business model around them?



The big insights:

1. Money is not the Purpose of business
2. Competing on price sucks
3. Unless you are clear on your Purpose you can only compete on price
4. The Purpose has to relate to your customer
5. Great work, great price and great service are minimum expectations.
6. It takes Courage to commit to a deep Purpose and stick to it
7. To uncover your Purpose...start with your values, beliefs and passions... and ask the 7 questions

Comments from others:



My most pressing issue:

My most pressing issue in my business, right now:

Special Offer for Mastermind Attendees:

- 1) You get to carry out a really powerful Business Health Check and you will get a simple and easy to understand written report on the state of health of your business across 10 different key aspects of business
- 2) You will get a hard-copy of my first book, The Ten Truths for Raising a Healthy Bouncy Business.
- 3) You get to sit down for an hour with me face to face or via video-link... one-on-one... and gain great clarity and insight about where you are now, where you want to get to in your business
- 4) You will walk away with powerful renewed Focus and one or more simple action-steps with that will start to move you forward past that big pressing issue and towards having more fun in your business again.



➔ A on-off donation to The Wayside Chapel in Sydney of \$100 (or more) is the only cost.

Please make the donation here:

thewaysidechapel.com/donations (Please email me the receipt)

Actions:

1. Go to the landing page and watch the Simon Sinek video
2. Download the Passion and Purpose worksheet
3. Put aside somewhere between half an hour and an hour and complete the worksheet
4. Download the article on which this webinar is based and read it.
5. Make a first attempt at answering the 7 questions
6. Brainstorm with someone and draft a first sentence or paragraph about the Purpose of your business and send it to me by email I'd really like to see them and would love to give you some feedback on what you come up with.

Your Master of Purpose scale:



This is Your 'Master of Purpose Scale'... 10 on the scale is that you are totally Purpose driven (with a capital "P") in your business... all decisions and actions are based on your Purpose, and 0 is the opposite... what number would you give yourself on the scale?

Actions for next week to move one small increment up the Scale:



Any questions or feedback:

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