

<b>PURPOSE</b>	<b>VISION</b>	<b>MISSION</b>
<b>WHY</b> WHY WE EXIST – THE REASON THAT GUIDES OUR VISION & MISSION	<b>WHAT</b> WHAT WE WANT & ASPIRE TOWARDS IN THE FUTURE, INSPIRING US TO GIVE OUR BEST	<b>HOW</b> HOW WE DO WHAT WE DO IN THE PRESENT IN ORDER TO FOLLOW OUR VISION
<b>VALUES</b>		
WHAT'S MOST IMPORTANT TO US		
<b>STRATEGIES &amp; TACTICS</b>		
THE BENCHMARKS FOR FULFILLING THE MISSION: STRATEGY IS BIGGER PICTURE; TACTICS ARE SMALLER DETAILS.		
<b>REAL GPA</b>		
TOOLS FOR REINFORCING YOUR PURPOSE, ACHIEVING YOUR VISION, FULFILLING YOUR MISSION, & AFFIRMING YOUR VALUES		
<b>GENIUS</b>	<b>PASSION</b>	<b>ACHIEVEMENT</b>
TALENTS FOR CREATING VALUE & RESULTS	ENERGY TO DO YOUR BEST	GOALS LEADING TO YOUR VISION (REPRESENTATIVE OF VALUES)

## PURPOSE

- EXPANDED: My purpose is (to follow my VISION for) \_\_\_\_\_ (in my ROLE) as \_\_\_\_\_ by (using my GENIUS for) \_\_\_\_\_ (within my PASSION) for \_\_\_\_\_ so that I (create the ACHIEVEMENT of) \_\_\_\_\_.
- Ex: My purpose is to guide students in finding purpose and meaning in their personal lives, relationships, and careers as leadership consultant and facilitator by simplifying complexities, seminar design and delivery, and energizing people from the stage within personal development in higher education so that I develop CE campuses that live, breathe, and thrive from our leadership curriculum.
- SIMPLIFIED: My purpose is to guide students in finding purpose and meaning in their lives.
- SYMBOLIC: I am the/a \_\_\_\_\_ (symbol) so that people \_\_\_\_\_ (action phrase).
- Ex: I am a lens through which other people see what's most important.

## VISION

- My personal/relationship/professional vision is single most important thing you wish to be/do/have/create (or product/process) by/through three measures of success so that result of impact.
- Ex: To become the number one produce store in Main Street by selling the highest quality, freshest farm produce, from farm to customer in under 24 hours on 75% of our range and with 98% customer satisfaction.

## MISSION

- My personal/relationship/professional mission is best practical approach for achieving vision so that who we do it for can/will the benefit.
- Ex: We help the families of Main Town live happier and healthier lives by providing the freshest, tastiest and most nutritious local produce: from local farms to your table in under 24 hours.

