Directions for use:
ASSESSING OUR HIGHER PURPOSE WORKSHEET

● ●

Who should be given this worksheet?
Any stakeholder you would like feedback from on your current purpose statement.

What to provide them with?
Provide your purpose statement on a separate page along with the worksheet.

What to do once complete?
- Add up the total score of each sheet
- Calculate your average score (add up the total of each sheet and divide by the number of worksheets completed

Line 1: Total Number of Worksheets Completed _____

Line 2: Aggregate Total _____

Line 3: Average Score _____

Line 1 divided by Line 2 = Line 3

Considering Your Average Score:
48-60 You're doing great and your purpose resonates with your stakeholders!

36-48 Consider revisiting and possibly refining your message

36-24 Your purpose statement would benefit from some tweaking. See the worksheets on Discovering and Communicating Your Purpose

24-12 Gather your team and dive into some deep work on your purpose statement using the additional worksheets and exercises.

Note: This assessment is designed to help you get a better idea about how your stakeholders feel about your stated Higher Purpose. It's just a guide to help you determine next steps for building a stronger Higher Purpose and is not intended for any other purposes.

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Elevating humanity through business

ASSESSING OUR HIGHER PURPOSE

We are currently doing work on our higher purpose and would love your feedback. On a separate paper we have provided our purpose statement, please consider our company over the last quarter as you evaluate this statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	5	4	3	2	1
I understand the company's purpose.	◯	◯	◯	◯	◯
The purpose statement is based on the company's core competencies.	◯	◯	◯	◯	◯
The purpose statement is motivating to the internal team.	◯	◯	◯	◯	◯
The purpose statement is motivating externally.	◯	◯	◯	◯	◯
The purpose statement is realistic.	◯	◯	◯	◯	◯
The purpose statement is specific, short, and focused.	◯	◯	◯	◯	◯
The purpose statement is memorable.	◯	◯	◯	◯	◯
The purpose statement is clear and understandable to the internal team.	◯	◯	◯	◯	◯
The purpose statement is clear and understandable to the external audience.	◯	◯	◯	◯	◯
The purpose statement inspires me.	◯	◯	◯	◯	◯
The purpose statement is what the company wants to be remembered for.	◯	◯	◯	◯	◯
The purpose statement reflects why the company does its work.	◯	◯	◯	◯	◯

For company use:

Total: _____ /60

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