

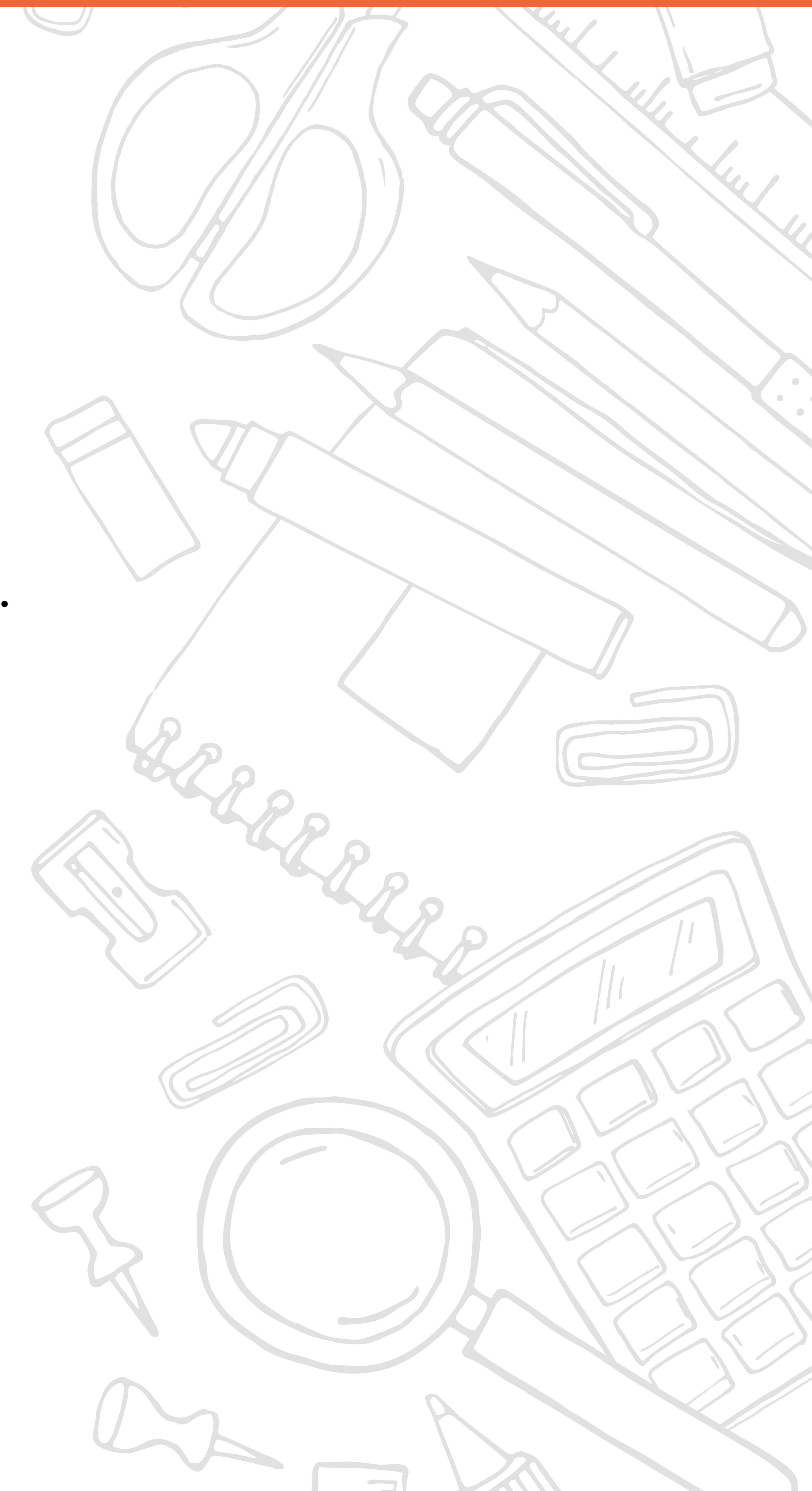
Shared Purpose (WITH) Metric

To create your Shared Purpose (WITH) Metric, think about the change you want to see in the world.

Your Shared Purpose is connected to your business, but it's not necessarily a direct result of using your product. Now imagine the bell ringing every time someone has that outcome, whether or not you were involved in making it happen.

For example, if you are a healthcare company, it might be every time someone gets healthy. If you are a beauty company, it might be every time someone looks in the mirror and likes what they see.

Use the next worksheet to capture ideas for your Shared Purpose Metric.



Shared Purpose (WITH) Metric



EVERY TIME _____,
this happens
**WE KNOW OUR SHARED
PURPOSE IS BEING FULFILLED—
AND THE BELL RINGS.**