

Shared Purpose

To identify your Shared Purpose, start with your mission statement. Is there a phrase or theme that might go on a T-shirt?

Look for something universal and timeless, but not too philanthropic. You want it to be broad enough that almost anyone could say it, while still tying back to your business.

Once you have a phrase, think about *who* would want to wear that shirt. Would your customers wear it? Your partners?

Use the worksheet on the next page to test your statement of Shared Purpose.

Fill in the appropriate blank with your Shared Purpose. Use whichever version flows better, depending on whether your Shared Purpose is a verb or a noun.

THE TEST

*Is your
purpose
my purpose
too?*

Are people excited to wear your T-shirt even if they don't work for you?

Shared Purpose

“WITH OUR STAKEHOLDERS, WE
ARE CREATING MORE _____
IN THE WORLD.”

noun

OR “WITH OUR STAKEHOLDERS, WE
_____, WHICH MAKES
THE WORLD A BETTER PLACE.”

verb