

Path to Purpose

Follow these steps to identify your Path to Purpose:

1. Try completing the following sentence:

“There are many ways to _____ [Shared Purpose]. Our way is to [Path to Purpose].”

2. Test the path to purpose against your DNA.

It's important that the path be authentic and natural to who you are.

3. Make sure the Path to Purpose doesn't collapse into path to purchase.

Shared Purpose combined with Company DNA elevates your Path to Purpose above the merely transactional. For example, Starbucks’ Path to Purpose is not just selling coffee.

Use the following worksheet to capture your Path to Purpose.

Example: Starbucks

*There are many ways of
inspiring the human
spirit.*

*Our way is
providing a third place
between work and
home.*

Path to Purpose

THERE ARE MANY WAYS TO FOSTER

shared purpose

OUR WAY IS TO
