

MAP & FIRE



Lean Strategy Worksheet #1: **Purpose**

Lean Strategy in a Nutshell

Lean Strategy will help you define a clear path forward for your business, put it into practice, and adapt as you go.

We start by looking at six key areas that affect every business:



Purpose



Customers



Competition



Offering



Brand



Marketing

The Lean Strategy process helps you define key fundamentals in each of those areas, while also clarifying how they fit together.

Once that's in place, you can get to the real value: putting your strategy into practice to learn what's working (or not) so that you can adapt and improve.

Purpose Worksheet Outcomes

Here's what we are working toward in the Purpose step of Lean Strategy. By the time you finish this worksheet, you'll be able to say with confidence that:

- You've defined a purpose for your business that big, specific and clear.
- Your purpose is crystallized in writing and guides all of your business decisions moving forward.
- You've imagined the future that you're working toward, which tells you how the world would be different and people's lives would be improved as you work toward achieving your purpose.
- You understand the values that guide you, which can help you evaluate which activities and offerings are appropriate for your business and which aren't.
- Your purpose is supported by concrete Goals and Objectives that you can start working toward right away.

Purpose Overview

Here are the components of purpose, according to Lean Strategy. The key questions that each component answers are outlined below, but don't worry about answering those questions here. Each component of Purpose is explored in detail in the following pages.

1. Core Purpose

Why does the company exist, in a fundamental sense?

2. Core Values

How will we conduct ourselves, no matter what we're doing?

3. Vision Statement / Envisioned Future

What if we achieve everything we've set out to do? What will the world look like? How will people's lives be different?

4. Big Goals

What big wins are we working toward?

How will our journey to bring our vision to life be changed, better or easier after these goals are achieved?

Need Help?

For more in depth definitions of the components of the worksheet as well as examples, visit our website:

<http://mapandfire.com/lean-strategy-purpose>

Core Purpose

Core Purpose is the big picture reason why your company exists. It acts as a guiding star to focus all other business activities. Focused exclusively on the big picture “why” of the company, and not include any methods, means, or specific approaches or executions.

Questions

What is your company’s founding story? How has the business changed since then?

Separate from any financial aspirations, what was the driving force for creating your company? Was it connected to a passion, area of expertise, particular technological / product breakthrough, or simply an emotional drive to create a new path?

Exercises

Distill the essence of what you wrote above into a single sentence:

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Further distill that sentence into just a few words (about 3-5):

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Core Values

Core values describe what we believe and how we behave. They are our principles and beliefs, standards for conduct even (and especially) when things get difficult.

Questions

Here are some questions to help guide your thinking on Core Values (you don't have to answer them directly, but you can if you want!):

What behaviors are important and non-negotiable regardless of what you're doing?

How will you conduct yourself as you work to bring your vision to life?

How would you describe you and your team when you're performing at your best?

Exercises

Values — What you aspire to, believe in, and are willing to fight for. Choose 6 - 8.			
Safety	Honesty	Imagination	Spirituality
Trust	Justice	Peace	Courage
Health	Equality	Power	Kindness
Competence	Collaboration	Creativity	Simplicity
Compassion	Connectivity	Integrity	Respect
Optimism	Generosity	Stewardship	Excellence
Curiosity	Freedom	Prosperity	Service
Authenticity	Tradition	Selflessness	Agility
Diversity	Progress	Expression	Efficiency
Charity	Love	Truth	Empowerment
Competitiveness	Fun	Add your own!	Add your own!

Tailoring Values for Your Business

There are only so many values-related words, so many Values lists look similar. To make your core values more meaningful, clarify what each one means to you below:

Core Value Keyword	Clarify what it means to your business

Vision Statement / Envisioned Future

Your Vision Statement describes the ultimate outcome of your efforts in terms of your impact on the world. It can be helpful to think of your Vision in terms of an “Envisioned Future” -- that is, a description of what the world *could be like* if you achieve everything you set out to do.

Questions

What big impact do you seek achieve, on people’s lives and the world as a whole?

If you executed perfectly on everything you dream of doing, how would the world be changed? How would people’s lives be different?

Exercises

Fill in each option to play with different approaches for wording what you aim to do:

No _____ suffer from _____
(broad customer segment) (problem(s) you solve)

All _____ are able to _____
(broad customer segment) (goal(s) to enable)

_____ are provided with _____ so that they can _____
(broad customer segment) (necessary resource(s)) (goal(s) to enable)

Big Goals

Broad primary outcomes that move you closer to your Envisioned Future. Goals are often big-picture and may be qualitative or quantitative. These are best set at the organization level. Goals may be separated into short-term and long-term goals, and then further broken down into specific Objectives and Key Results.

Questions

Take 15 minutes to free-write about some of your big-picture goals for the business. List as many as you can think of.

Dig deeper: What do you want to achieve? What does the business look like? What does your own life look like? What about the people you serve?

Exercises

Prioritize the 3 biggest goals from your list (you can merge two smaller goals if they contribute to a similar path):

BIG GOAL #1	BIG GOAL #2	BIG GOAL #3

Purpose Worksheet Summary:

This will serve as the summary for everything you'll define in this worksheet. Once you've completed the worksheet, you can copy your final info here and use it for quick and easy reference as you complete the other sheets and share your strategy with others!

PURPOSE			
CORE VALUES			
VISION STATEMENT			
3 BIG GOALS	BIG GOAL #1	BIG GOAL #2	BIG GOAL #3
GOAL DESCRIPTION			

Check Your Work:

Do the Goals all logically support Vision you defined? How?

Are the Goals all large enough that you won't likely achieve each in the next 6-12 Months?

Are the Goals distinct, each representing an important but separate path to your Vision?

Awesome Job! ...Ready For More?

We hope this process has sparked you to think about your business in a new way. If you've come this far and you're wondering what to do next, visit our site to learn about the rest of the Lean Strategy process and how you can work with us!

<http://mapandfire.com/lean-strategy>