



EVALUATE YOUR PURPOSE STATEMENT



What is your company's purpose statement?

Is your purpose statement a contribution to society (not a product or service)?

- Yes No

Does your purpose statement answer this question: Why is this work important?

- Yes No

Is your purpose statement brief and memorable?

- Yes No

Does your purpose statement use powerful words?

- Yes No

Does your purpose statement unite efforts and inspire action?

- Yes No

What can you do to improve your purpose statement?