

The meaning of life is  
to find your gift.

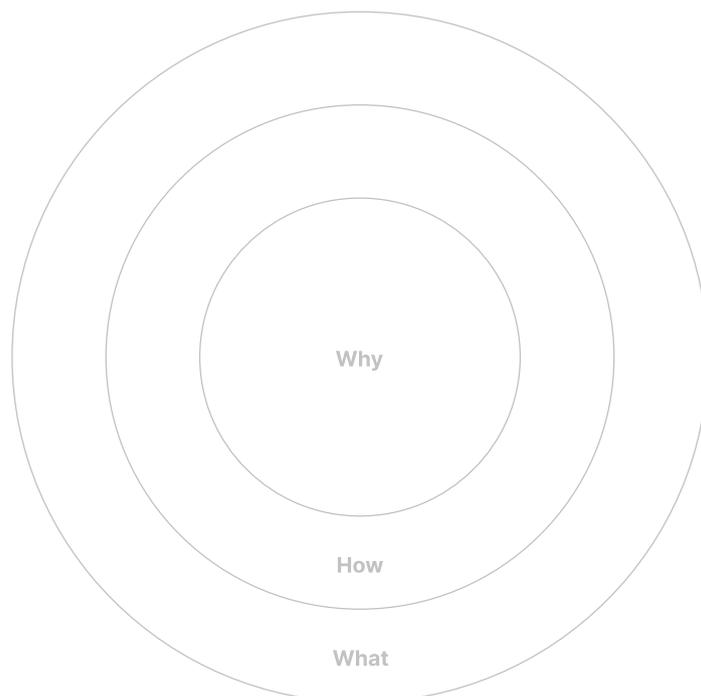
The purpose of life is  
to give it away.

- Pablo Picasso

# Purpose Instructions

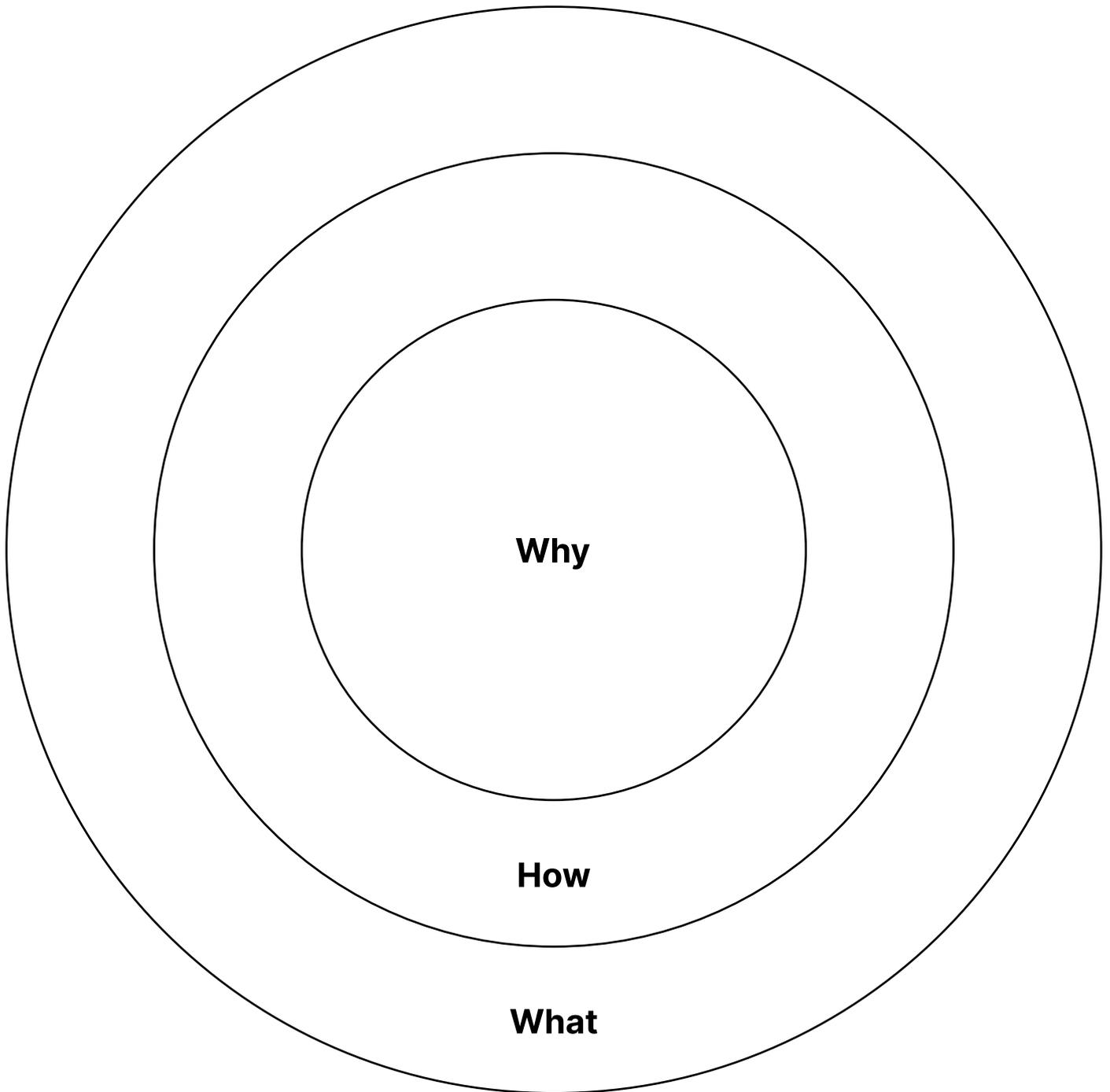
World's most memorable businesses have a purpose beyond making money. People remember them for that story of why they exist. This branding exercise helps you brainstorm to find that purpose. It helps you define your "why" so you can better align it with how you work and what you do. It starts the story of your brand.

1. Print the next two pages on paper.
2. Find your "why". In the center circle, write everything you think of when asked *why* your business exists. Focus on belief and purpose instead of products, tactics, or money.
3. Find your "how". In the second circle, write everything you think of when asked *how* you fulfill that purpose. Focus on process and principles that guide the way you work.
4. Find your "what". In the outer circle, write everything you can offer to people that aligns with your purpose. Focus on the specific products, services, and results.
5. When done, outline the "why" you believe in most. Then outline the "how" that best serves it and the "what" that best supports your "how". That will help you fill in the gaps in your brand purpose statement on the last page, which becomes the core of your brand story.



# Purpose

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Example:

**patagonia**<sup>®</sup>

**Why** do you exist? (Purpose)

We exist to save our home planet from climate crisis.

**How** do you work? (Process)

We use sustainable and recycled materials.

**What** do you do? (Result)

We sell and repair high quality outdoor clothing.

# Purpose Statement

We exist to

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(Purpose)

(Example: We exist to save our home planet from climate crisis.)

That's why we

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(Process)

(Example: That's why we use sustainable and recycled materials.)

We sell

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(Result)

(Example: We sell and repair high quality outdoor clothing.)