

Fowler & Company presents

7 Steps to Dynamic Growth

Episode #3 (of 7) – Your True North – Your Core Purpose

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Lesson Notes

Welcome back to day 3 of our Values Driven Growth eCourse.

This is Curt Fowler, President of Fowler & Company and I am so excited you are back with us for day 3 of eCourse, where we are showing you how to dramatically increase the growth of your business.

So far we've shown you how:

- Values driven companies with disciplined execution outperform the market by up to 15x
- How core values are the guide rails that keep your company on the right path; and how to determine the core values for your organization.

Today we are going to complete the foundation of your organizational house by defining the Core Purpose of your business and introduce the One Page Strategic Plan.

Let's define what a Core Purpose is. Some people like the term Mission Statement, others use the term Noble Purpose. For our discussions, let's stick with Core Purpose.

What is a Core Purpose?

- A reason for being beyond just making money.
- It's your Why?
- It is what would be missing in the world if your organization ceased to exist.

Remember earlier when we said that businesses exist to meet a human need and that all organizations exist to accomplish something that would not be accomplishable by one's

self? Whatever it is that you have come together to accomplish, that human need you are trying to meet, that is your purpose.

A few examples for inspiration (see slides)

- To Make People Happy – Walt Disney
- To Preserve and Improve Human Life – Merck
- To Deliver Happiness – Zappos
- To build world changing, values driven organizations – Fowler & Company

How to find your core purpose? Ask these questions:

- What do you do?
- Ask why? – At least 5 Times
- Example – Management Consulting Firm
 - What do you do? Consult
 - Why? – To help my clients grow
 - Why? – To help my clients build better businesses
 - Why? – To help my clients accomplish their dreams
 - Why? – To help my clients make a positive difference in the world
 - Why? – To build world changing, values driven organizations

Core Purpose Tests

- Do you find the purpose inspiring?
- Would you be proud to tell your children that this purpose is what you do for a living?
- Does this purpose answer why your organization is great?
- Is the statement, short, memorable and to the point?
- Will this purpose be just as valid 100 years from now as it is today?

Next step – Ask for your team's feedback. Follow the 80/20 rule. If close to 80% of your team is enthusiastic about the purpose, you are good to go!

We've now discovered the core values and core purpose of your organization. The next step is to determine where you are going. We'll start on that task tomorrow.

Before we close I want to introduce a tool to help keep your team aligned with your strategic goals and objectives. It is the one page strategic plan and it exists because far too many strategic plans end up in binders on people's shelves only to be pulled out once a year when planning starts again. This plan is designed so that it can be hung on every office or cubicle wall in your company, so that everyone will know what you stand for and where you are going. You can get your copy of the One Page Strategic plan [here](#). Save a copy to your computer and start filling it out as the course progresses. So far you can fill in your logo, core values, and core purpose. We'll work on your BHAG tomorrow.

Get to work filling in your One Page Strategic Plan and I'll see you tomorrow to set the VISION for your organization!