

CORE PURPOSE

YOUR CORE PURPOSE IS THE REASON YOUR COMPANY EXISTS. IT SHOULD CAPTURE THE MOTIVATION BEHIND THE WORK YOU DO. IT SHOULD INSPIRE YOUR WORK WHILE BEING BEYOND ACHIEVEMENT.

DOES THIS PURPOSE INSPIRE YOU? ARE YOU PROUD TO BE PART OF THIS PURPOSE? 100 YEARS FROM NOW, WILL IT STILL INSPIRE? DOES THIS PURPOSE HELP YOU IMAGINE POSSIBLE OPPORTUNITIES OUTSIDE OF YOUR CURRENT SITUATION? DOES THIS PURPOSE HELP YOU UNDERSTAND WHAT OPPORTUNITIES YOU WON'T PURSUE IN THE FUTURE? HOW WILL A CYNIC RESPOND TO THIS PURPOSE?

CORE VALUES

YOUR CORE VALUES ARE THE ESSENTIAL AND ENDURING SHARED BELIEFS. THESE BELIEFS ARE SO FUNDAMENTAL AND STRONGLY HELD THAT THEY WILL OFTEN GO UNCHANGED FOR MANY DECADES.

WOULD THESE VALUES MAKE SENSE OUTSIDE YOUR CURRENT CONTEXT? WOULD YOU WANT FUTURE GENERATIONS TO LIVE BY THESE CORE VALUES? WOULD YOU HONOR THESE VALUES EVEN IF THEY BECAME A COMPETITIVE DISADVANTAGE? WILL YOU HIRE AND FIRE BASED ON THESE VALUES? WOULD YOU QUIT BEFORE COMPROMISING ANY OF THESE VALUES? IF YOU CREATED A NEW CONTEXT, WOULD IT HAVE THESE VALUES?

WHY: OUR CORE BELIEFS
CREATE COHERENT BEHAVIORS THROUGH SHARED BELIEFS

GUIDING HEURISTICS

GUIDING HEURISTICS ESTABLISH A COMMON APPROACH TO DECISION MAKING THAT CREATES ALIGNED DECISIONS. THE HEURISTICS SHOULD GIVE CLEAR, CONCISE, HIGH-LEVEL GUIDANCE ABOUT WHAT TO DO AND WHAT NOT TO DO. THINK OF THESE AS LONG STANDING MANTRAS THAT WILL GUIDE THE DECISIONS YOU MAKE. THE HEURISTICS SHOULD BE COHERENT WITH EACH OTHER, THE POWER IS IN THE WHOLE, NOT THE PARTS.

ARE THESE HEURISTICS SPECIFIC ENOUGH TO GUIDE YOUR THINKING AND GENERAL ENOUGH TO STAND THE TEST OF TIME? DO THESE HEURISTICS HELP YOU TURN STRATEGY INTO ACTION? DO THESE HEURISTICS PROVIDE DECISION MAKING CLARITY INDEPENDENT OF THE SITUATION SURROUNDING THE DECISION? DO YOU BELIEVE IN THE HEURISTICS TO THE POINT WHERE YOU WILL LET THEM GUIDE YOU IN GOOD TIMES AND IN BAD TIMES?

HOW: OUR GUIDING HEURISTICS
CREATE COHERENT DECISIONS THROUGH SHARED HEURISTICS

AUDACIOUS GOAL

AN AUDACIOUS GOAL IS A HUGE AND DAUNTING CHALLENGE EXPRESSED AS A CLEAR AND COMPELLING GOAL.

IS THE GOAL SMART (SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT AND TIME-BOUND)? IS THE GOAL EASY TO UNDERSTAND AND REMEMBER? WILL IT BE A STRETCH TO ACHIEVE THIS GOAL? DOES THE GOAL INSPIRE YOU AND OTHERS? WILL ACHIEVING THE GOAL REQUIRE IMPROVEMENT AND GROWTH?

ASPIRATIONAL DESTINATION

A VISION CLEARLY DESCRIBES WHAT IT WILL BE LIKE TO ACHIEVE YOUR AUDACIOUS GOAL.

IS THE VISION ENGAGING ENOUGH TO CREATE STRONG EMOTIONS FOR THOSE INVOLVED? IS THE VISION ARTICULATED IN A WAY THAT YOU CAN VIVIDLY PICTURE THIS DESTINATION? DOES THE VISION INSPIRE YOU BY PAINTING THE DESTINATION OF A GRAND ADVENTURE?

WHAT: OUR ASPIRATIONAL DESTINATION
CREATE ENERGY AND ALIGNMENT THROUGH A SHARED GOAL