



# DISCOVER YOUR PURPOSE

A GUIDE TO  
UNCOVERING A MORE  
MEANINGFUL REASON  
FOR EXISTING.

# TODƏM

CULTIVATE YOUR BRAND.

## Get your mind right.

No matter where you are in the life cycle of your business, we challenge you to shift your mindset beyond your bottom line for this exercise.

Every company needs to be profitable. You wouldn't be in business long if you weren't. Profit motivation is important, but it's also obvious and necessary. For this exercise, we ask you to remove profit as a motivation.

When you open your mind and consider the world around you and your role in it, something bigger than your product or service enters the picture, and the door to a more meaningful brand and workplace opens.

So, as your company's founder, owner, or leader, what can your company provide others beyond the obvious monetary gains?

That's quite an imposing question. We know. But this exercise is designed to help you hone in on what it is that drives your leadership, your business, and what you ultimately bring to the lives of others. Let's get started!

### Below are a few guardrails for defining your purpose.

Remember, only YOU can truly define your company's purpose, but these are a few inspirational ideas designed to help you begin to shift your mindset.

## 1 YOUR PURPOSE *is*:

- How you would like to leave this world better for your children.
- The gift you'd like to give the world.
- What you can do/give to others.
- The what you have to offer beyond your product or service.
- Why people should care that you exist.
- The legacy you will leave after you are gone.
- Something greater than yourself.
- Intangible.
- Your connection to all of humanity.

## 2 YOUR PURPOSE *is not*:

- To meet business or sales goals.
- To provide value to stakeholders.
- Anything to do with money!

## 3 YOUR PURPOSE STATEMENT *should*:

- Be somewhat lofty.
- Be inspiring, motivating and aspirational.
- Not mention your profession, industry, product or service.
- Not be overly specific. To test it, could you apply it to another profession?
- Focus on others, not yourself.
- Ideally be short and concise.

### EXAMPLES

- To enrich the human experience by bringing more meaning into the lives of others.  
**(Todem)**
- To create a better future by healing hearts today.  
**(Emerald Coast Children's Advocacy Center)**
- To unleash positive growth and change.  
**(BlueInc Strategies)**
- To enhance the world's ability to create.  
**(THS Constructors)**
- To be an example of kindness from which others may draw a smile.  
**(Indigo Pediatric Dentistry)**

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*“The brands that will thrive in the coming years are the ones that have a purpose beyond profit.”*

— RICHARD BRANSON

## Questions to Ask Yourself:

When answering each question, include why in your response.

1. What brings meaning to your life?
2. What is the most rewarding part of your job?
3. What activities (outside of work) do you find most rewarding?
4. What makes work worth being away from loved ones?
5. What are your personal core values?
6. What do you want people to think/say about you?
7. What intangible gift do you give to others?
8. What do you continue to learn about because you want to?
9. What would you be doing if money were no object?
10. What example do you want to cast for friends, family, employees, loved ones, etc.?



## EXERCISES TO HELP ALONG THE WAY:

### 1. Write your own eulogy.

Ok, ok. We know this sounds morbid, but it's a very insightful exercise. Think about what it is that you want others to say about you at the end. What impact do you want to have made? What do you want your legacy to be?

### 2. Define key moments.

Think of **10 moments** over your entire life that shaped the person you are today.

#### Be specific.

- Who were you with?
- What did you learn?
- How did it make you feel?
- How did it shape you?

These events can be large or small, positive and negative. You don't have to share these, but you should write them down and the more open and honest you are the better.

Once you have all 10, look for the most common values, themes or threads.

## WHAT NOW?

You've taken the first step toward discovering your purpose beyond profit. Take a moment to reflect on what you learned about yourself, your vision for your company, and how you can start to live out this purpose in your daily interactions.

Some things may be obvious and easy to implement right away. However, if you're feeling stuck, we're here to help. Sometimes the DIY method just doesn't work, and that's ok. Discovering your purpose often includes a "don't try this at home" disclaimer.

If that's the case for you, give us a call. We can help you figure out the next steps, and if you want to take things a step further, we can help you develop your verbal brand.

**For a more in-depth discovery meeting, email Rhem Galloway at [rhem@todembrands.com](mailto:rhem@todembrands.com).**