**Determine your Purpose**

**1. Below are three prompts to help determine your purpose.**

**2. Use the space below each prompt to note your thoughts.**

|  |  |  |
| --- | --- | --- |
| We exist to (desired impact): | by (how are we unique): | to impact: |
|  |  |  |

**3. Combine each section to create a purpose statement:**

We exist to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to impact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

**4. Reflect on your purpose statement by considering the questions:**

* + Does the purpose statement answer – Why should a partner (student/faculty/community partners) engage with us?
  + What actions, behaviors, or experiences would have to happen for the purpose statement to be true?
  + How might this purpose statement inspire our culture and operations?
  + How might this purpose change the way we make decisions and think about strategic planning?

**Reference**

Kelly, K. & Carter, N. (2019). Design an organization’s purpose statement with this tool. Retrieved from https://www.ideo.com/blog/design-an-organizations-purpose-statement-with-this-tool.