

The Energy Secret - Core Purpose™



Worksheet Purpose:

To identify what really gets the company motivated to accomplish great things.
Answers the why we do what we do question.

Descriptive Statement "What does your company do?"

1. WHY is this important?

2. WHY does this matter?

3. WHY is this important?

4. WHY does this matter?

5. WHY is this important?

Our Core Purpose:

- Hints:
- * Keep this as a short phrase so it's easy to remember.
 - * You don't have to go 5 deep on the Why's. If #3 resonates, use it.
 - * Do this first in Draft Form and circle back until it feels right.