

# Profit Clarity Fun Sheet

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## HOW TO USE THIS FUN SHEET:

- 1) This Fun Sheet is editable, which means you can type your work right into the document and save your changes. You'll need a PDF reader to do this. We recommend Adobe Acrobat Reader ([grab it for free here](#)).
- 2) Open your Fun Sheet in Adobe Acrobat Reader before you begin. Type a few words into a field, hit save, close the PDF, then reopen to check that your work has officially been saved.
- 3) Just because you can save your work in the PDF doesn't mean you have to. You can also use this as a guide for writing in your journal or print it out and complete it by hand!

## **PART 1**

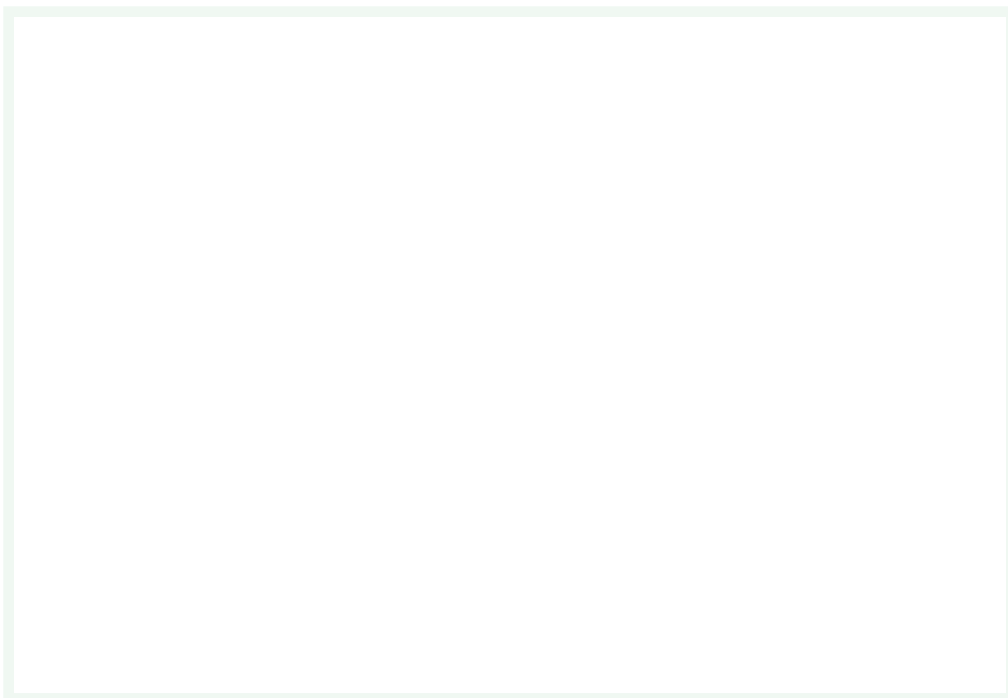
# Knowing Your What & Why

## **1** CLARITY = POWER.

Decide what you want and where you want to go. Because if you don't know the results you want — no program, book, or coach can help you get there! Don't worry about answering perfectly and don't let yourself off the hook with "I don't know." Remember, we're going for progress, not perfection. You can do this.

What exactly will you use this program to help you achieve in your business and life? What are the specific business and personal results you're working to achieve? Add as much detail as you can including: your financial goals, time frames and the feelings and emotions you'll generate along the way.

What I will use to help me achieve in my business and life:



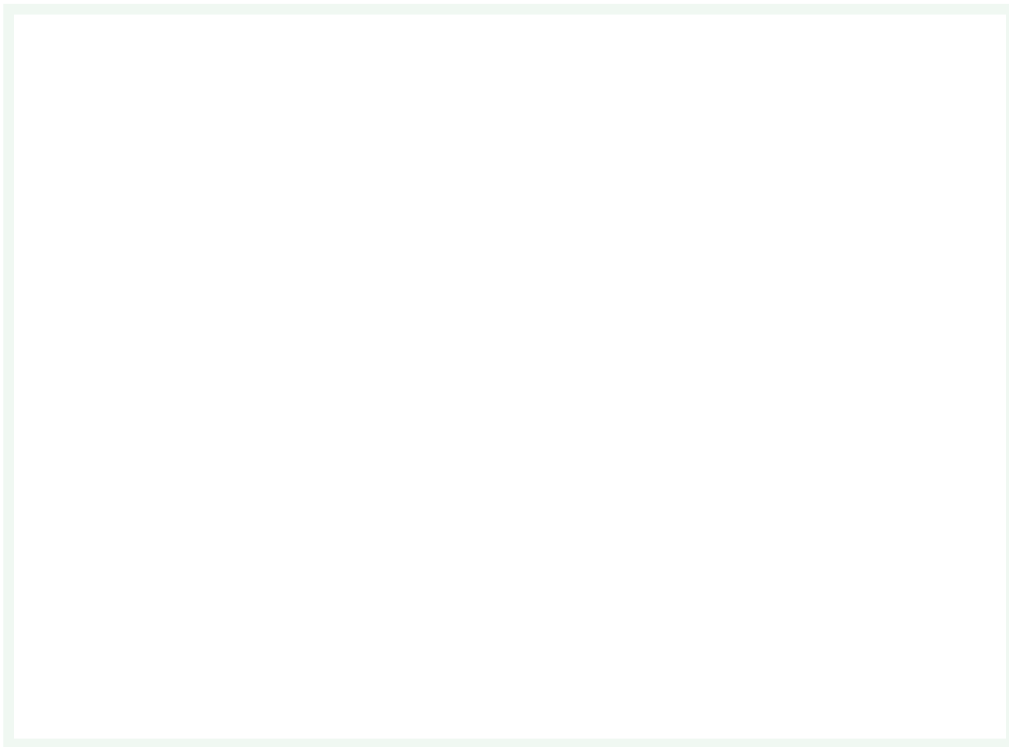
The specific business and personal results I'm working to achieve:

## 2 YOUR WHY

If you don't have a compelling, emotional reason for what you're doing — meaning if you don't have a strong enough why — you'll get frustrated, bored, upset and may quit. Remember, the more emotion you have connected to what you want, the more power and commitment you'll have to stay the course and create results.

Think about how the results you want will impact your life: financially, physically, emotionally, socially, intellectually and spiritually. How will reaching these goals impact your ability to contribute to the world? How will they impact your well-being, relationships, your family and those you love?

Why do you want these results? What are your reasons? What are the 'whys' to back up your 'whats'? Write as many compelling reasons as you can.



## PART 2

# Creating a Purpose-Driven Business

In B-School, it's not just about what you sell, it's about what you stand for. Use the following ideas to brainstorm ways to bake more meaning into your business and become an unstoppable force for good.

## *12 Actionable Ideas To Spark Your Imagination*



### GIVE BACK

- Donate a portion of sales or profits to a non-profit, community or cause you believe in.
- Run time-bound promotions where all or a portion of proceeds go to charity.
- Donate product or services to organizations or communities you believe in.
- Offer scholarships, mentorship or a set number of pro-bono services to a community or population in need.
- Create a company culture that respects and elevates your employees' quality of life through compensation, employee benefits and time off.
- Give employees paid time off to volunteer and give back to their communities.



### BE ETHICAL

- Ensure the production, manufacturing, packaging and shipping of your products is ethical and sustainable.
- Choose to only work with vendors committed to ethical and sustainable practices.
- Use recycled materials; keep a light carbon footprint.



## CHANGE COMMUNITIES

- Employ individuals from communities or populations in need of meaningful, well-paying work (check out SamaSource and SamaUSA as an example).
- Use your platform and voice to shine a light on social issues important to the betterment of all.
- Spend a day and use your business acumen to help a non-profit improve their marketing and raise more funds!

These are just a few ideas to kick start your imagination. The ways you can make a difference through your business are limitless. Which ideas sound fun and exciting to you? Let your heart and imagination run free as you answer these questions.

1

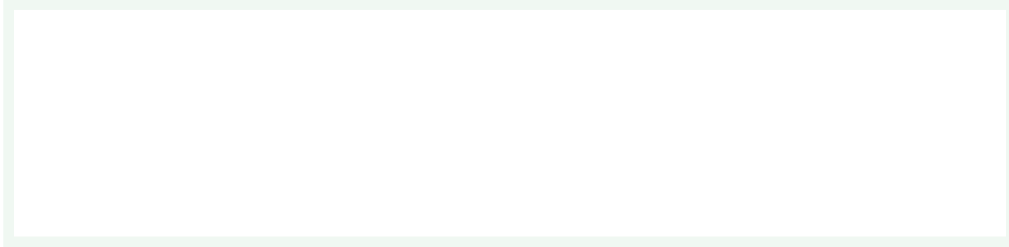
What purpose-driven companies or initiatives do you admire and why?

2

What does having a purpose-driven business mean or look like to you?

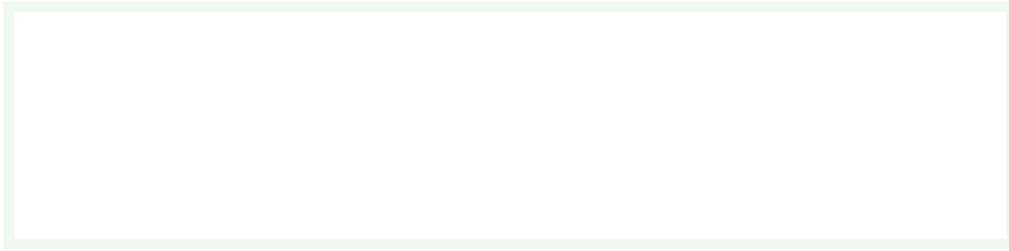
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What breaks your heart about the world today? What issue or challenge would you like to help solve?



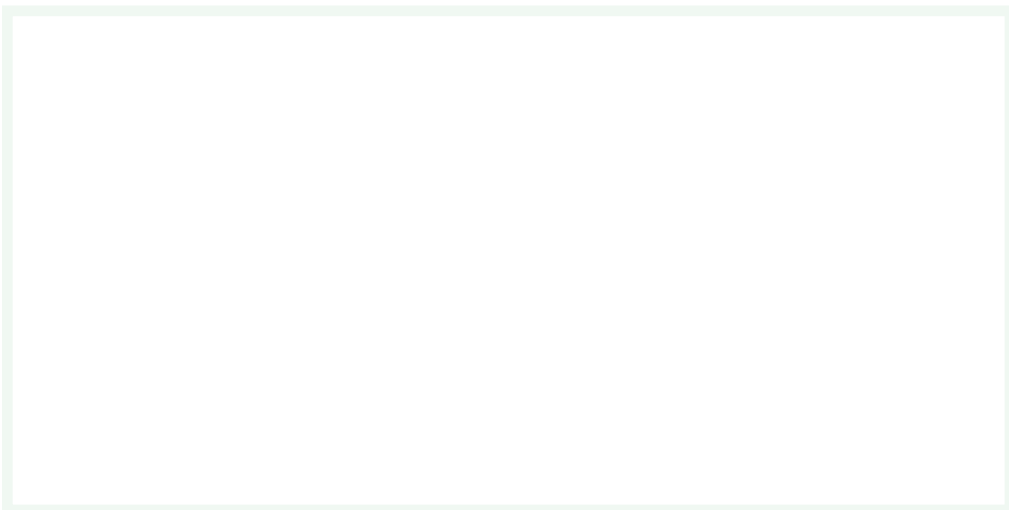
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If you could make any positive impact in the world through your business (beyond your own financial gain) what would that be?



5

If having a purpose-driven business is something you want, what exactly would that look like for you? If you could have your purpose-driven business *any* way that you want it, describe it here.



# Fantastic work!

Review what you wrote and choose at least one specific, concrete action step (either from the list above or another idea) that you're ready to take to bring more purpose and meaning to your business. Write your action step and where and when you'll complete it below.

**MY PURPOSE-DRIVEN ACTION STEP:**

**THE EXACT TIME, DATE AND PLACE WHEN I'LL COMPLETE IT:**

**TIME:**

**DATE:**

**PLACE:**

### **PART 3**

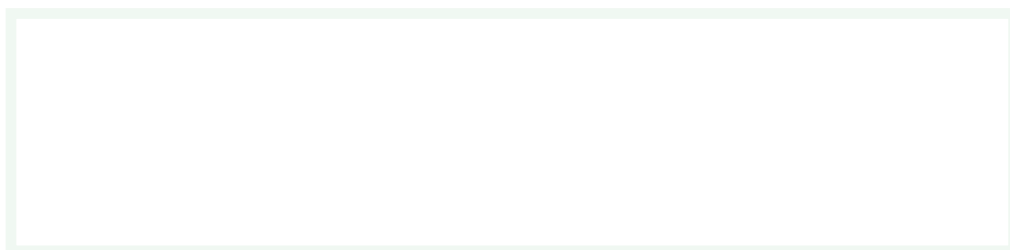
## Know The 3 Ps of Your Business

**1**

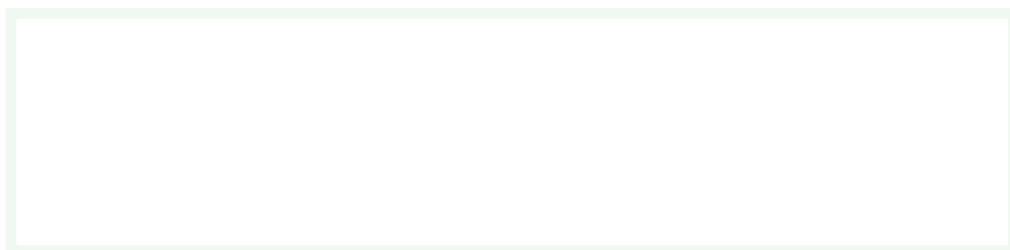
### **THE FIRST P IS YOUR PURPOSE, MEANING WHY YOUR COMPANY EXISTS.**

Why do you do what you do? Don't worry about getting this perfect, just write down what comes to mind. You'll evolve and refine it over time. Use these prompts to help.

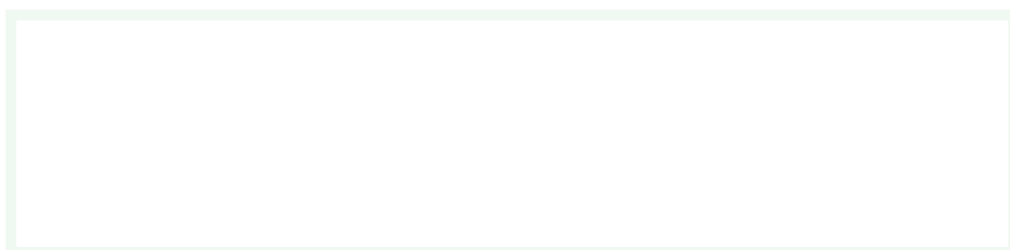
At the end of the day, what difference am I trying to make through my business?



What is the purpose, cause or belief that inspires this business?



Why should this business exist? Why now? What's the bigger impact I'm hoping to create in the world?



## 2

## THE SECOND P IS YOUR PEOPLE.

Who do you want to serve through your business? What's their worldview?  
What difference do you hope to make in their life? (Don't worry about  
nitty gritty demographic details yet. Focus more on the values, dreams  
and worldviews of the folks you wish to serve.)

Who do you want to serve through your business?

What's their worldview?

What specific difference do you hope to make in their life?

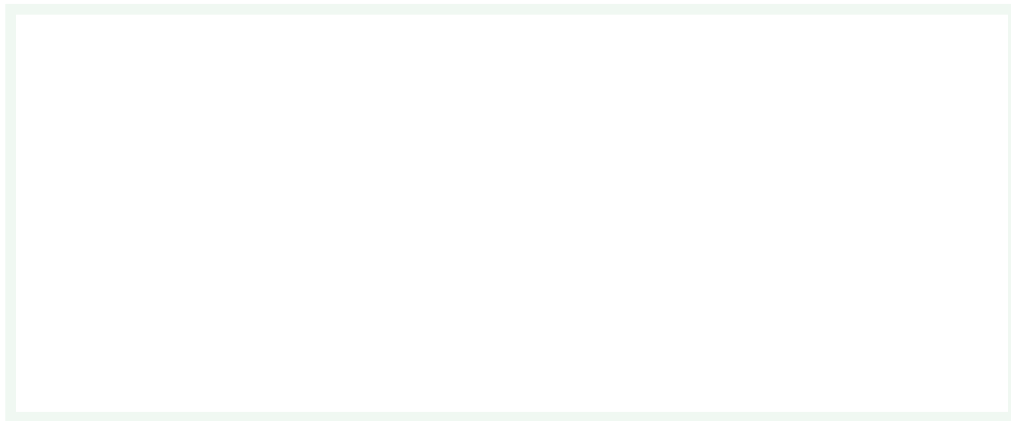
### 3

## THE THIRD P IS YOUR PRODUCT, MEANING THE ACTUAL VALUE YOU CREATE FOR YOUR CUSTOMERS.

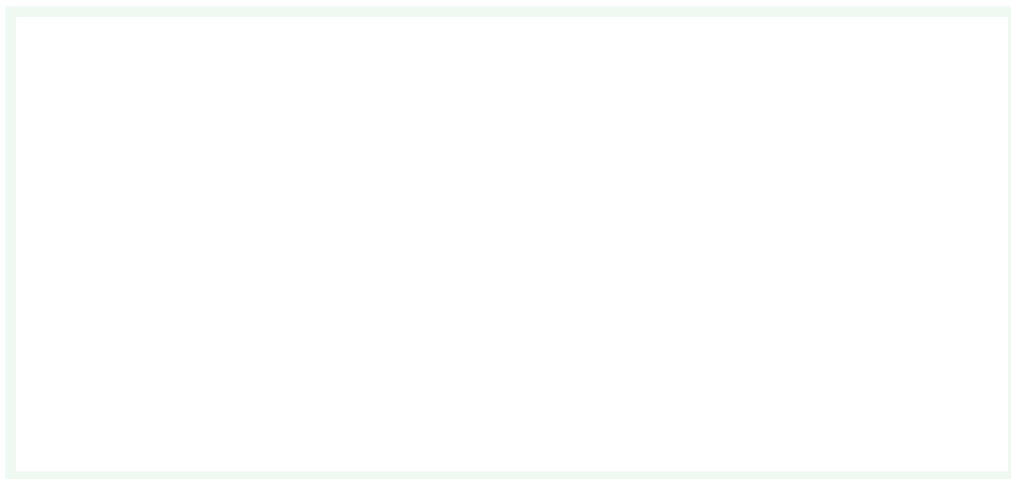
What are you selling and what difference does your product or service make in the life of your customers? What specific problem are you solving?

(Note: if you haven't started your business yet, that's OK. Answer for one of your possible ideas. Remember to review *Start The Right Business* and use the rest of the program to get clear.)

What are you selling? Describe it as clearly and concisely as you can.



What specific difference does your product or service make in your customer's lives? What specific problem are you solving?



## *If You Want More On This Topic, Review These Additional Resources*



### INSPIRING VIDEOS & ARTICLES

*Start With Why* Ted Talk

*Opportunities That Change Lives: Nicholas Kristof & Sheryl Wudunn Discuss 'A Path Appears'*

*How To Change The World & Live Your Purpose w/ Adam Braun*

*Educate A Girl, Change The World w/ Marie Forleo & Tammy Tibbetts*

*Marie Forleo & Leila Janah: Fighting Global Poverty Through Technology*

*Scott Harrison & Marie Forleo: How Water Changes Everything*

*B Corporation*

*Your Company's Purpose Is Not Its Vision, Mission, or Values*



### BOOKS RELATED TO TAPPING INTO YOUR BIGGER PURPOSE

*Conscious Capitalism*

*Start With Why*

*Screw Business As Usual*

*The Life You Can Save*

*Half The Sky*

*A Path Appears*