

Purpose Pyramid Worksheet

Clarify purpose → translate to mission → operationalize in habits

1) North Star (Purpose Statement)

In one sentence: Why do we exist? (timeless, non-negotiable)

2) Mission (What we do + for whom + how)

Write a mission statement that a stranger could test against your actions.

3) Values (Rules of engagement)

List 5 values. Each must include a behavioral proof ("We do X, we don't do Y").

Value 1

Value 2

Value 3

Value 4

Value 5

4) Strategy (How we win within constraints)

Define 3 strategies

Trade-off:

Metric + cadence:

Choice 2:

Trade-off:

Metric + cadence:

5) Habits (Weekly operating rhythm)

Define the weekly habits that enforce your purpose (meetings, reviews, rituals).

Trade-off:

Metric + cadence: