

Purpose



Purpose-Driven Goals

We have performance goals in our jobs that define what the organization needs from us. By reframing those goals to connect them to our purpose drivers—what motivates us and brings fulfillment to our work—it helps us to align our purpose drivers with the purpose of the organization and transform them from function to inspiration.

Think of three performance goals in your job, then reframe them with your purpose drivers in mind:

Goal 1: _____
Who does this goal impact? **Why** does this goal matter? **How** can you best achieve this goal?

Rewritten Goal: _____

Goal 2: _____
Who does this goal impact? **Why** does this goal matter? **How** can you best achieve this goal?

Rewritten Goal: _____

Goal 3: _____
Who does this goal impact? **Why** does this goal matter? **How** can you best achieve this goal?

Rewritten Goal: _____
