

5 minute pURPOSE

The below is a quick exercise to get you thinking about your purpose, either as an individual or a business, in order to bring more meaning to your work.

Complete the below sentence in the following way:

Our/my purpose is X for/to Y.

X = Impact. What do you do?

Y = People. Who do you serve?

Examples

My purpose is [creating joyful objects] for [all people to enjoy].

Our purpose is [to provide opportunities] for [female creatives in the UK].

My purpose is [to impart knowledge] to [young fashion students, globally].

Our purpose is [bringing great design] to [all].

My purpose is [to build robust systems] for [creative enterprises].

Our/my purpose is...

for/to