Purpose Worksheet

**Client Name:**

**Date:**

**For a completed example of this worksheet,** [**click here**](https://docs.google.com/document/d/1GPQp7fP68oJzjBLCuKI5fxyTPeRghdafj30nOcTvXHg/edit?usp=sharing)

**Step 1: Watch this Ted Talk**

<https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en>

**Step 2: Brainstorm**

Ask yourself or discuss with your team: Aside from commercial intent, why do we do what we do? (this doesn’t need to be terribly organized, just get some ideas out onto the table)

|  |
| --- |

**Step 3: Analyze your current services**

List the services you are currently offering (or planning to offer)

| Service 1 | Hygiene |
| --- | --- |
| Service 2 | Extractions |
| Service 3 | Crowns, Restorations |
| Service 4 | Root Canal |
| Service 5 | Dentures, Invisalign, Partials, |

List the results these services are brining for your clients:

| Result 1 | Checking Overall Oral Health |
| --- | --- |
| Result 2 | Patient out of pain and discomfort |
| Result 3 | To get rid of Decay and add structure to the tooth |
| Result 4 | Patient out of pain and to get rid of infection. |
| Result 5 | Gives patient better help and helps improve self esteem |

Describe why these results are important to your clients/customers…

| Why 1 | We catch the problem before it gets worse. |
| --- | --- |
| Why 2 | Better quality of life |
| Why 3 | Health of patient and cosmetic look |
| Why 4 | Better quality of life |
| Why 5 | Better quality of life |

**Step 4: Discuss Core Beliefs**

Finish this sentence: I/We believe that…

| Belief 1 | Always diagnosis the mouth not the patient |
| --- | --- |
| Belief 2 | Oral Hygiene affects the whole body |
| Belief 3 | Treat all patients the same regardless |
| Belief 4 |  |

For each belief you listed above, ask yourself why that belief is important to you/your organization. When you’ve come up with an answer, you may have to dig a little deeper by asking ‘why?’ again and again until you feel you have reached the root of your belief.

Why are these beliefs important to you?

| Why 1 | We stay 100% fair |
| --- | --- |
| Why 2 | We want to keep all of our patients healthy |
| Why 3 | Everyone is treated the same no matter gender, ethnicity, beliefs or finances. We want all of our patients to feel like they are treated fairly no matter the circumstances. |
| Why 4 |  |

# Our Brand Purpose