

Purpose

Purpose

Preempt

Prepare

“

*When you're surrounded
by people who share a
passionate commitment
around purpose.*

Anything is possible.

Howard Schultz - Starbucks

”

Activity 1

Purpose

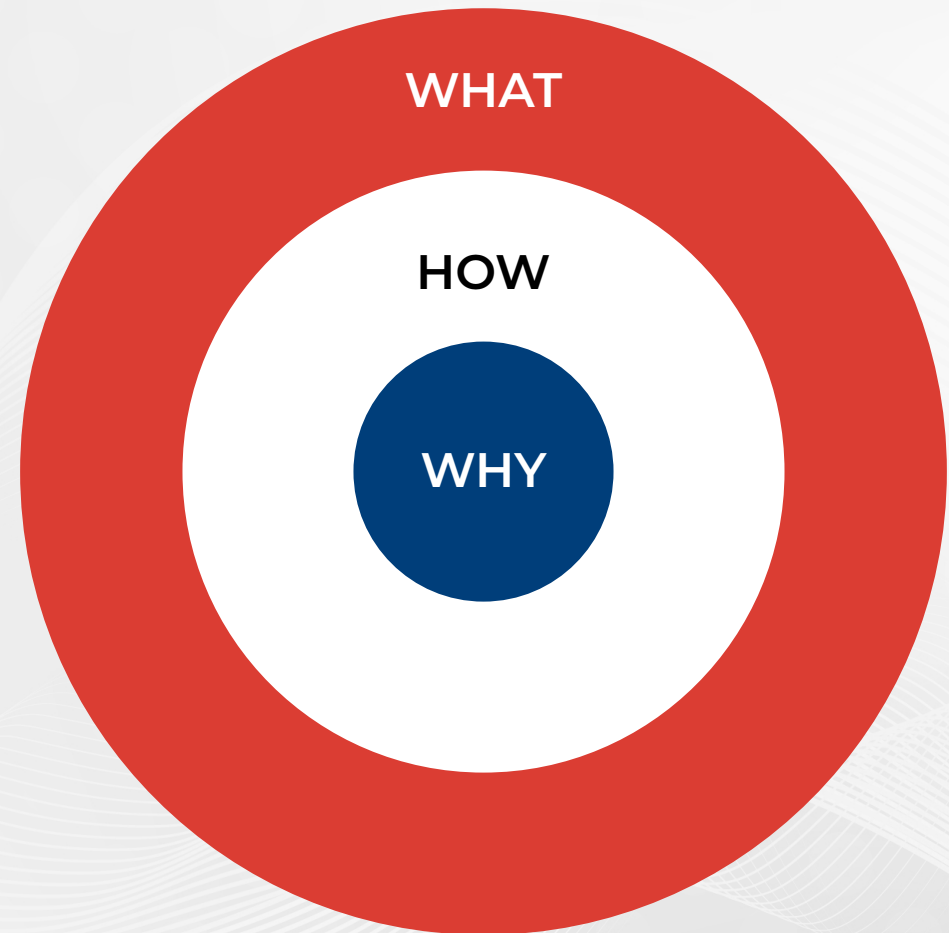
Describe your purpose.

What do you do?

How do you do it?

Why do you do it?

Now ask yourself. "What must you protect?"



Simon Sinek, *Start with Why*