

A watercolor-style background featuring a woman's face in profile, looking upwards and to the right. She is wearing a large, ornate earring and a necklace. The colors are soft and blended, with shades of yellow, orange, and pink.

POW **WOW** PITCH

# Starting With Purpose

## Toolkit for Learning Module **1**

In partnership with



**SKLAR WILTON**  
& ASSOCIATES

# Getting Started: Starting With Purpose

## 1

### IN THIS TOOLKIT:

#### ABOUT

Entrepreneurs take the leap to start a business because they believe they can make a difference in the world. In this module, we began by looking at how to uncover that “why” for your business.

**This document is a ready-to-use toolkit containing the blank frameworks you can use to apply these learnings to your business today. *For any examples or explanations on how to use the tools, please refer to the full corresponding module presentation.***

#### CONTENT

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The Golden Circle

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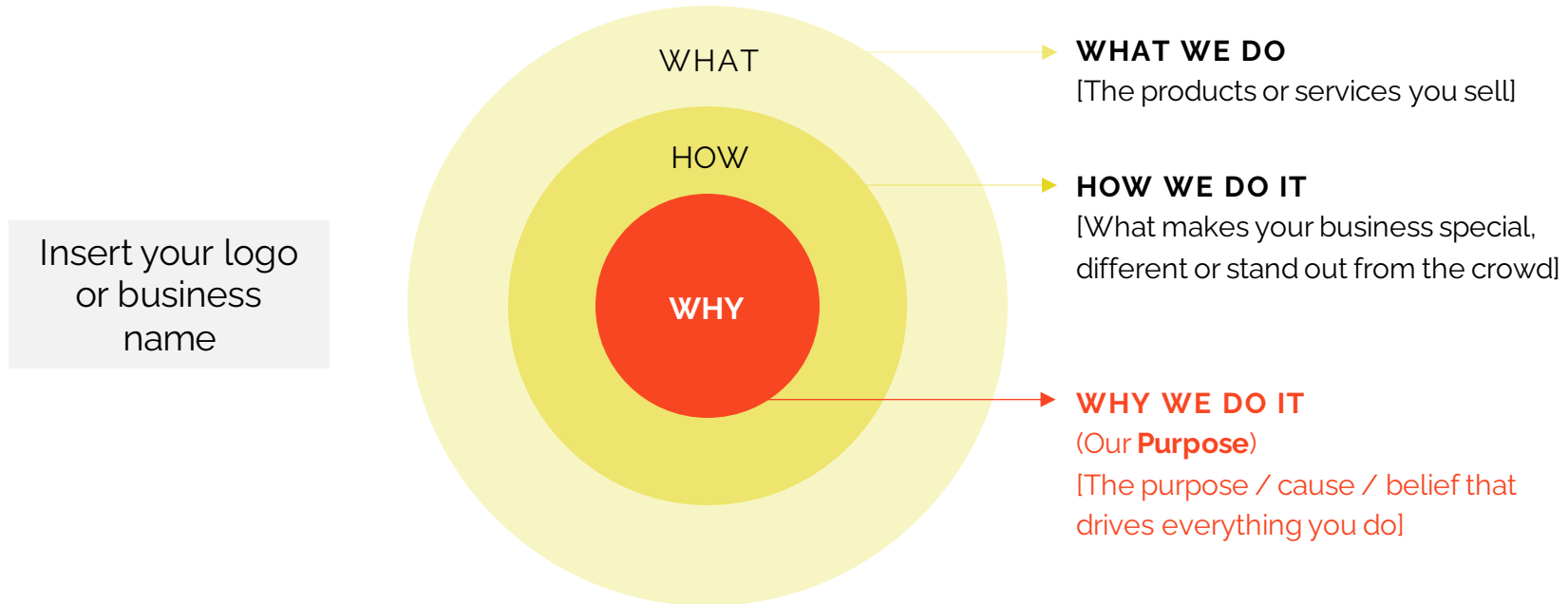
The Sniff Test Exercise

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Purpose Plan on a Page:  
Actioning your Purpose

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# Blank Framework | Golden Circle: Your Business



# About the Tool | The Purpose Sniff Test

This exercise can help to ensure your Purpose is clear and actionable



When defining your purpose, use this Sniff Test checklist to help **ensure your Purpose is clear and authentic to your business, and that you can act on it.**

- LIFE**  
Is it about the change that you want to make in your community or the world? Is about people and life vs about the category your business is in?
- INSPIRING**  
Does it imply you are actively doing something or creating momentum or a sense of change?
- SIMPLE**  
Is it a clear, and easy to explain or understand? You could tell people without feeling silly?
- ACTIONABLE**  
Can the products you sell or services you offer play an obvious role, however small, in achieving your purpose?

# Blank Template |

## SW&A Purpose Plan on a Page: Actioning your Purpose

Insert your logo or  
business name

### PURPOSE

Insert here

### VALUES / HOW WE BEHAVE

Value / Behavior

Value / Behavior

Value / Behavior

Value / Behavior

Value / Behavior

#### HOW WE LIVE THIS **INTERNALLY**

How your Purpose/Values/Behaviours will inform your Key Priorities internally with you and your current or future employees.

#### HOW WE LIVE THIS **EXTERNALLY**

How your Purpose/Values/Behaviours your messaging, experience and product offering externally to customers.

A decorative graphic consisting of a soft, watercolor-style splash of pink and light orange colors, centered on a white background. The splash has irregular, feathered edges and is contained within a light gray diamond shape.

Thank you!