



PURPOSE

VALUE

IDENTITY

OUTCOME

ULTIMATE ACTION STEPS

CONGRUENT WITH

PURPOSE?

YES?



NO? **Can you validate it again?**

CONGRUENT WITH

VALUES & IDENTITY?

YES?



NO? **Can you validate it again?**



PURPOSE

*****Sample*****

- 1. Help built more trustworthy and genuine entrepreneurs that create new innovative jobs.**
- 2. Take their current businesses on innovative information marketing approach that lead them to next level.**
- 3. Ensure all entrepreneurs stay thrive and transform at all times regardless whatever circumstances on their mindset.**

VALUE

(What's MOST matter or important to me)

*****Sample*****

I value trust, integrity, honesty and respect from my friends, co-workers & spouse. I treasure my relationship with my business partners and associates and would always think about their benefits first before anything else. I

IDENTITY

(Who I AM & What I Stand For)

*****Sample*****

I am a son, dad, beloved husband, an awesome boss to my employees, best buddy to my friends & etc...

I'm the sexiest author in the nation, best internet marketer you can find in Canada and hottest coach you can hire for ultimate personal success...



OUTCOME

Sample

1. *I'm seeing myself helping millions of children in fund raising and setting up facility and foundation to help the poor by end of 2014.*
2. *I'm running multi-million businesses that spread over 7 continents that help millions of entrepreneurs to be self-empower and thrive at all times by end of 2012.*

ULTIMATE ACTION STEPS

1. *Build membership coaching portal sites that help millions of entrepreneurs to take their business to next level with recurring income for 5 years on monthly of \$197.00 for 2000 members.*
2. *Partner up with 3 Key Non-Profit organization to help fund-raising activities that would raise at least 3 Million dollar by year end and subsequently lead to 10 Million by 2014.*

CONGRUENT WITH

PURPOSE?

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