

Step 3: Stress-Test It

Run your smart through these filters. A strong Purpose Statement passes all five:

- Is it clear enough that a new employee could explain it on their first day?
- Is it specific to your company—or could any competitor claim it?
- Is it centered on service to others, not on your own growth or profit?
- Could your team use it tomorrow to decide what to pursue and what to decline?
- Does it still feel true when times are hard and the temptation is to chase revenue?

Weak vs. Strong: Know the Difference

Weak Purpose	Strong Purpose