## **Questions to Test & Refine Your Core Purpose**

1. Do you find this purpose personally inspiring, and does it make you feel proud of your company?
2. Can you envision this purpose being as valid 100 years from now as it is today?
3. Does this purpose help you decide which opportunities and activities to say YES to and which ones to say NO to?
4. Is this purpose authentic (not merely words on paper that “sound nice”), and would it be greeted with enthusiasm rather than cynicism?