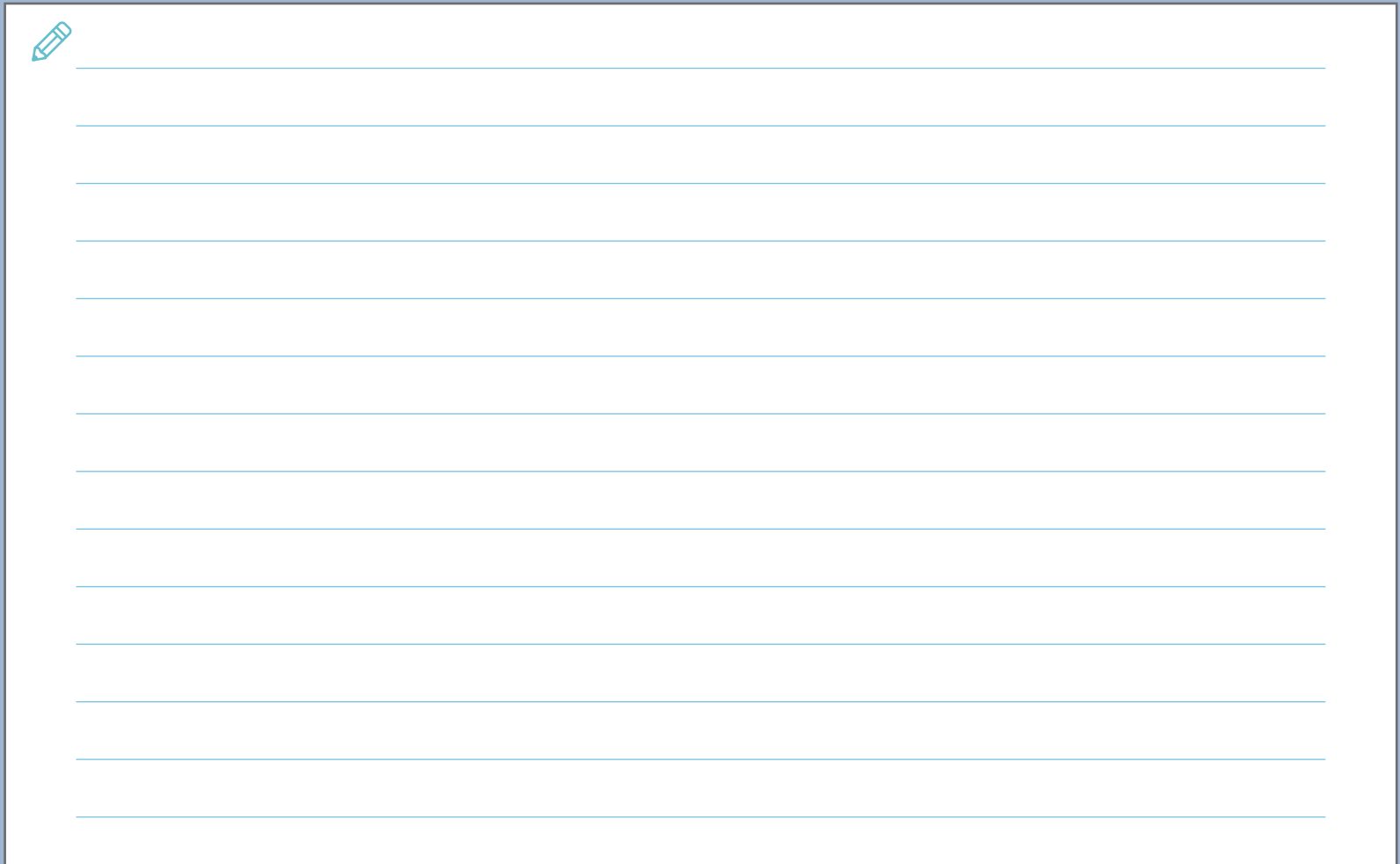


## Draft Your Team's Why Statement

Draft your own team's *why* statement in the box below. Keep it short—15 words or fewer is a good rule of thumb. Recall guidelines from the previous pages: **1. Keep it Short and Memorable, 2. Communicate the What and Why, 3. State the Higher Purpose, 4. Write in Third Person**

**Alternative Exercise:** Write your organization's mission or purpose statement in the box below. How does it measure up against the guidelines? If the highest-ranking executive in your organization asked you to create a new mission or purpose statement, what would you write?



A large white rectangular box with a thin black border, containing horizontal blue lines for writing. A small blue pencil icon is in the top-left corner.