



Purpose Alignment Guide

Overview:

Purpose is more than a statement on the wall. It's the core belief that drives decisions, energizes your team, and anchors your mission. This guide helps you assess how clearly your purpose is defined, communicated, and lived across your organization.

Step 1: Assess Your Current Purpose

- 1.1 What is your current mission statement?
- 1.2 What is your current vision statement?
- 1.3 What are your organization's core values?
- 1.4 When were these last reviewed or updated?
- 1.5 Who was involved in developing them?

Step 2: Evaluate Organizational Awareness

- 2.1 How well do different groups in your organization understand the mission, vision, and values?

Group	Fully Understand	Somewhat Understand	Not Clear
Leadership Team			
Managers			
Frontline Staff			
Volunteers			
Board Members			

2.2 Where do you see strong alignment?
(e.g., programs, departments, communications)

2.3 Where does purpose feel disconnected or unclear?
(List any common patterns or concerns)

Step 3: Bring Purpose to Life

3.1 How often do you communicate your mission and vision internally?
(Weekly, monthly, quarterly, rarely)

3.2 How could purpose be better integrated into these areas?

- Onboarding:
- Staff meetings:
- Performance reviews:
- Strategic planning:
- External messaging:

3.3 What 1-2 simple actions could your team take this quarter to reinforce purpose across the organization?

Step 4: Plan for a Purpose Check-In

Set a calendar reminder to revisit and refresh this worksheet:

- ☐ 3-month check-in: _____
- ☐ 6-month check-in: _____
- ☐ Annual purpose review meeting scheduled? Yes / No

Tip: Use this tool as a starting point for your next leadership or all-staff retreat. Purpose is a conversation, not a conclusion.