



Purpose (Waterfall) - Questionnaire

Clarify. Align. Attract.

Brand Purpose.Co

Instructions:

- a) Write down the first answer that comes into your head.
- b) Answer from your gut – not from your head.
- c) Don't *think* about the answer – *feel* it.
- d) Move quickly through the questions.
- e) Don't change your initial (intuitive) answer with a more 'logical' one

1. What did you **imagine** experiencing during the Visualisation?

1a) Did you take the right or left path?

1b) Why?

2. **Why** are you here?

3. What are you here to **do**?

4. What do you **stand for**?

5. What do you **stand against**?



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6. What are you here to **create?**

7. What are you here to **change about your market?**

8. **Who do you need to be to achieve your vision?**

9. What do you need to do now to **embody your Purpose?**

10. Sum up your **Purpose up in three words.**

- Close your eyes and think of the first three words that come to mind