



Breaking Through Consulting

Helping organizations activate their purpose so they can break through and thrive

Got Purpose?

A Breaking Through Consulting Assessment Tool for Organizations

How Relevant and Important is the PURPOSE of your Organization to Your Overall Business Areas?

PURPOSE IS ...

The reason for which something is done or created for. It's the WHY something exists. PURPOSE is the reason WHY we do WHAT we do; the reason WHY organizations exist. PURPOSE fuels and drives the vision and mission of your organization.

GUIDELINES:

Please read the following sentence in red and mark the value that best represent it according to each statement below. Repeat the review annually and compare your yearly scores.

0. Never 1. Rarely 2. Sometimes 3. Often 4. Always

When I think about our organization and its (our) PURPOSE (reason to exist), I ...

People (Internal and External Audiences/Stakeholders) & Principles:

• Can clearly identify and state it.	
• Realize it is part of our organization's mission.	
• Identify with it personally and professionally.	
• Believe it addresses a tangible social need/gap/issue or problem.	
• Feel proud to be a part of /to belong to this organization and its purpose.	
• See everyone in the organization knows about it, relates to and finds it as an integral part of our organization and all business areas.	
• Know and appreciate its legacy and history as it was founded because of someone's core values, ideals or desire to make a difference.	
• Find it easy to talk about it, share it, promote it and ask for support.	
• Feel it's important, very powerful and relevant. As of right now, there is no other place I would rather work at.	
• Know other people outside the organization identify with it and are compel to give and support it.	



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Programming (on the ground activities, efforts and services):

- | | |
|---|--|
| <ul style="list-style-type: none"> Can say that our programs, services and activities are designed to move forward and fulfill our purpose or reason to exist. | |
| <ul style="list-style-type: none"> Confirm that it is at the core of what we offer to those we are trying to help. | |
| <ul style="list-style-type: none"> Know our beneficiaries experience it through our local teams, staff, volunteers and on-the-ground activities and work. | |

Partnerships & Prospects (Corporations, Business, Individuals and Other Collaborators and Supporters):

- | | |
|--|--|
| <ul style="list-style-type: none"> Know it is at the center of our collaboration, alignment and partnerships with stakeholders, corporate donors, business and individuals. | |
| <ul style="list-style-type: none"> See how it unites and mobilizes constituents and stakeholders. | |
| <ul style="list-style-type: none"> Realize it ignites participation, involvement and active support - internally and externally. | |
| <ul style="list-style-type: none"> Find it easy to create a proposal, campaign, call to action or “ask” for donations, support or volunteering. | |
| <ul style="list-style-type: none"> Can clearly articulate it when talking to someone that doesn’t know anything about it or about our organization. | |
| <ul style="list-style-type: none"> Use it to help create a sense of urgency when it comes to cultivation and solicitation efforts. | |

Positioning & Promotions (Branding, Messaging, Mar-Comm., Digital and Fundraising):

- | | |
|---|--|
| <ul style="list-style-type: none"> Think it is what makes our organization different and unique; what helps us cut through the clutter in a competitive and challenging environment. | |
| <ul style="list-style-type: none"> See it is at the core of our messaging and copy points. | |
| <ul style="list-style-type: none"> Can confirm it is clearly leveraged and communicated through most communication, marketing, digital, social media and fundraising vehicles/efforts. | |
| <ul style="list-style-type: none"> How it can be used to start a conversation or be a thought provoking. | |



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<ul style="list-style-type: none"> Feel confident about it and it helps me create trust, credibility and following when I share it. 	
<ul style="list-style-type: none"> Realize its promoted, leveraged and experienced throughout our work space, culture and interactions among all areas. 	
<ul style="list-style-type: none"> Understand it is so important that it cannot be extricated in any way from the whole organization and its areas of business. 	

Portfolio (Fundraising Sources):

<ul style="list-style-type: none"> See how it facilitates donations and contributions from a variety of sources, not just government and foundation grants. 	
<ul style="list-style-type: none"> Know it gives individual and corporate donors a tangible, clear opportunity to be part of a change. 	
<ul style="list-style-type: none"> Am aware of its power to move people to active support it through donations of money, time and in-kind. 	
<ul style="list-style-type: none"> Know how it is use as an example of our organization's transparency and accountability and stewardship of donors' investments. 	

Plan (Business Strategy and Tactics):

<ul style="list-style-type: none"> Clearly identify it as foundation, core and integral to our overall strategic plan and goals. 	
<ul style="list-style-type: none"> Know everyone in the organization feels ownership of it and clearly understand their role, how to live it out and activate it within and through their areas of influence. 	
<ul style="list-style-type: none"> Can proudly say it is at the core of all we do in the organization. 	
<ul style="list-style-type: none"> Feel it fuels/drives our commitment to our work, goals, tasks, accountability and responsibilities. 	

TOTAL POINTS (add all points from all above areas):

RESULTS BY AREA OF FOCUS:

Based on the above assessment, as an organization we need to...	Scores:
1. Identify and define our purpose.	Between 0 - 34
2. Establish our purpose at the center of all business areas.	Between 35 - 69
3. Activate and/or elevate our purpose.	Between 70 - 104
4. Renew, revive, reconnect with our purpose.	Between 105 - 136