

# TEAM PURPOSE STATEMENT

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Use this tool to clarify your team's purpose.

We serve \_\_\_\_\_ (key customers)

by \_\_\_\_\_

\_\_\_\_\_ (job to be done)

to help them achieve \_\_\_\_\_

\_\_\_\_\_ (desired results).

By doing this, we help our organization achieve \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (mission, values) and drive our

organization's financial/resource model through \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (meeting budgets,

cutting costs, growing revenues, increasing donations, managing resources).