

Purpose Canvas Worksheet

Map Your Purpose Into Strategic Action

“Purpose is powerful only when it shapes what you build and how you serve.”

Why Use the Purpose Canvas?

- Clarify your core purpose
- Define your vision and values
- Map your offerings and business model
- Align everything onto a single, powerful page

Perfect for founders, leaders, and changemakers seeking **clarity and alignment before action.**

How to Use

Take **30–45 minutes** in a quiet space to reflect and fill each section.

Your Purpose Canvas

1. My Core Purpose

(Why do I do what I do? What drives me beyond profit?)

2. Vision

(What future am I building? For whom?)

3. Values

(What non-negotiable principles guide my decisions and actions?)

4. Key Offerings

(What are the top 1–3 products or services I offer to fulfill this purpose?)

5. Target Audience

(Who specifically benefits from my offerings? Describe them clearly.)

6. Business Model

(How do I create, deliver, and capture value? Outline your revenue streams and channels.)

7. Strategic Priorities (Next 90 Days)

(What are the 3 most important moves to bring this canvas to life?)

✅ Reflection Prompt

“If my purpose was fully lived out in my business today, what would be different?”

✨ Turn Purpose Into Performance

Use this canvas before launching a new offer, pivoting your business, or clarifying your leadership journey.

*Write your answer boldly. That is your **True North for today.***

Want Help Bringing This to Life?

Book a **Clarity Call** to translate your canvas into practical strategy and systems.

👉 [Book Your Clarity Call Now]

>> Explore services at managingnext.in

>> Mail: elias@managingnext.in

>> Contact: 9901700773