



## Employee Engagement and Motivation

# Core Purpose Development Worksheet

**What is our department's purpose?** Please answer the following questions to help determine our department's core purpose and guiding principles.

Question:	Your answer:
Who do we serve?	
What service(s) do we provide?	
Why do we provide it?	
Why do we matter?	
What (of consequence) fails to happen if we do not show up tomorrow?	
If we vanish, describe the crisis.	
What is the company's purpose?	
What is our purpose?	