

Vision/Mission Worksheet: Set Your True North

At Meep, we believe that **grounded founders make good decisions** for themselves, their business, and the planet. This worksheet outlines the first steps in our Visionary Framework process. You'll set the **True North** for your business, creating a strong sounding board for decision-making and **integrating new information in alignment with your mission.**

STEP 1: Define the WHY, HOW, & WHATs of your business

WHY

The core belief on which you connect with your customers, community, partners, investors, etc.

HOW

Your secret sauce.
What is unique about the way you do what you do? What sets you apart from others solving a similar problem?

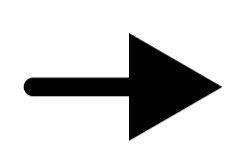
WHAT(s)

Your products, offerings, or solutions. How does your business manifest in the world? PRO TIP: There can be many WHATs that support your WHY and HOW.

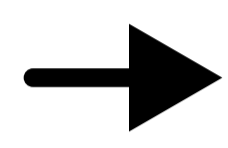


STEP 1 Define the WHY, HOW, & WHATs of your business

Get Started: Find an **Active Listening Buddy** - someone with a good emotional EQ, who understands the goal of the exercise.



Set up a ~2hr window of time together in a space that will allow you to focus without any distractions.



Ask your Active Listening Buddy to do the following:

- Listen as you talk through your Why and How statements
- Ask clarifying questions that encourage you to dive deeper into your why
- On the following page of this worksheet, a whiteboard, or a Google/Word doc, **write down the key words and phrases** that keep coming up

Things to Think About

YOUR WHY...

- Should be able to start with “Everything we do, we believe (in/that) _____”
- Most often includes definitive words like “should” or a “shouldn’t have to”
- Universally emotionally compelling / would have almost anyone nodding their head in agreement

YOUR HOW...

- Usually starts with “so we _____”, or “and we do this by _____”
- Explains why you the way you do what you do is different / how you’re uniquely living your WHY belief into the world
- Be careful not to get too specific here! If you’re describing something they can buy or engage with, you’ve probably gotten into “What” territory. We want to base our How statement on our proprietary processes and our differentiators so that, as a business, we are free to serve our WHY in whatever form our WHAT(s) need to take.

YOUR WHAT(s)...

- Each WHAT explains a specific offering: a product, service, or experience that your customer can buy from you
 - Be creative! Challenge yourself to explore a wide variety of WHATs. Here are some good questions to ask yourself:

- What is the ultimate, pie-in-the-sky version of my offering? Allow yourself to dream big 🥰
- What would my solution look like if it *had* to exist tomorrow? Next week? Next month?

PRO TIP!

Remember: the ultimate entrepreneurial skill is the ability let go of attachment to any one vision of our solution - if we really want to fix the problem we’re solving, there are *many* WHATs that can fulfill our WHY and HOW.



The easiest way to understand the WHY, HOW, and WHATs of a business is to watch the first six minutes of Simon Sinek’s TED talk, How Great Leaders Inspire Action.

[Watch it Here](#)



MY WORD CLOUD

Have your Active Listening Buddy write down key words and phrases here as you brainstorm your WHY, HOW, and WHATs and reflect on the images you chose for your vision board (see Step 2).



MY WHY, HOW, & WHATs

Document your Why, How, and What statements here. They don't need to be perfect or "final" by any means - you'll know you're doing it right when they start to evolve as you practice talking to people about your business!

WHY

WHAT(s)

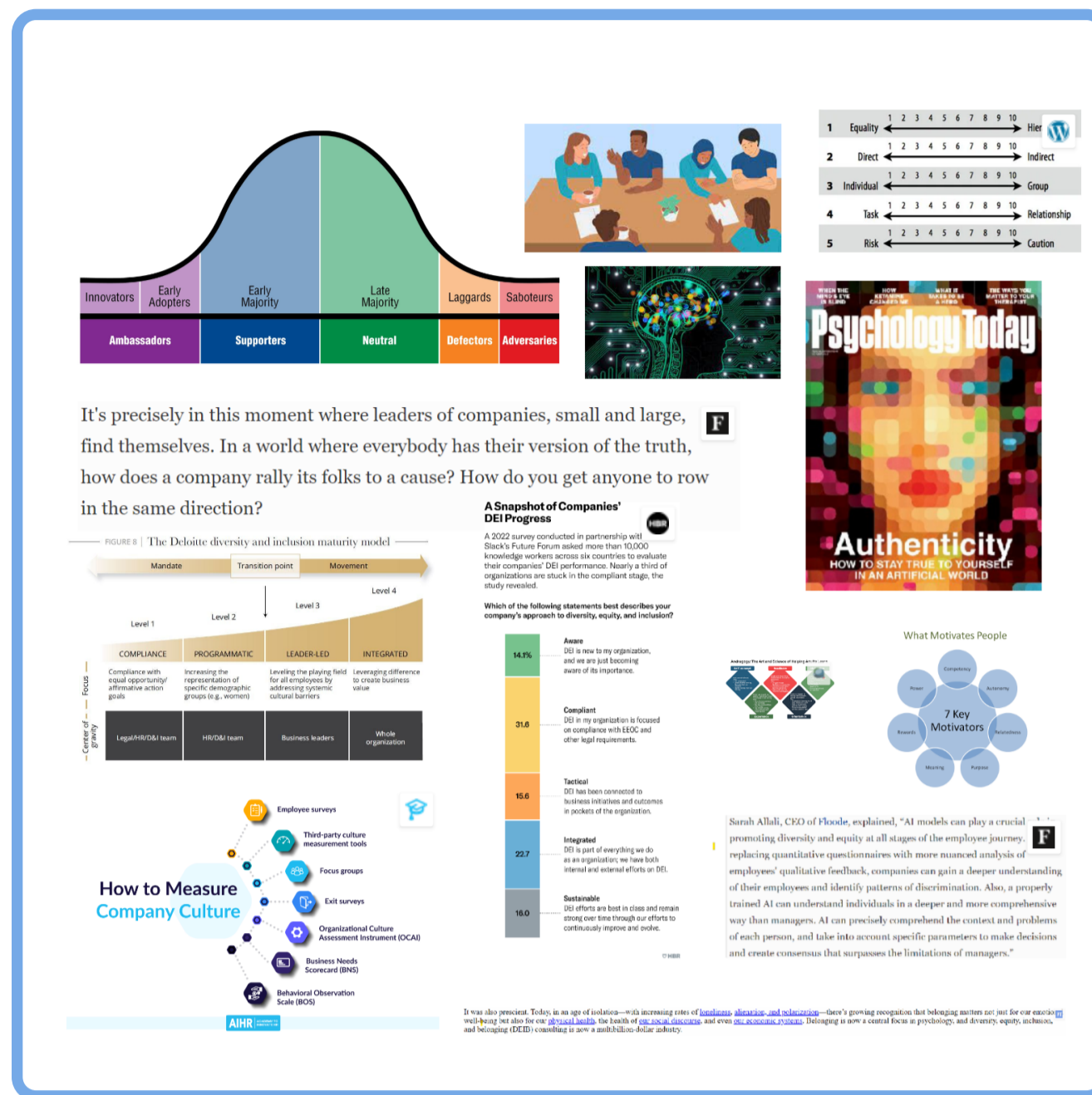
HOW

PRO TIP!

Turn your WHY, HOW, and WHATs into a mini pitch and practice with 10 strangers. Watch their eyes - when does it "click" for them? When do they lose interest? Write down your results



STEP 2 Create a Vision Board



Get Started: Grab a stack of old magazines or go to [this website](#) to “read” free magazines virtually

➔ **Cut out or take screenshots of ANYTHING that you feel reminds you of your WHY, HOW, WHATs, or any other aspect of your business.** Let your mind be loose and free during this exercise and try not to judge your choices if you can.

You can clip or take screenshots of anything! Here are some examples:

- Images
- Logos
- Words
- Colors
- Textures
- Fonts
- Websites
- Infographics
- Illustrations
- Diagrams

PRO TIP!

We love playing our favorite music and settling down with a cup of tea or a glass o’ wine to loosen up 😊

➔ This next step is where the magic happens. ✨ **Enlist your Active Listening Buddy again, and “present” your clippings to them.** As you tell them why you chose each item, ask them to add all the key words and phrases you’re saying to your Word Cloud.



MY VISION BOARD

Paste your clippings here!



STEP 3 Transform your Word Cloud into Core Values

Get Started: Chunk your key words and phrases by grouping them together into 3-5 themes.

➔ Assign a title to each group, and choose the top 3-5 themes that feel most aligned with your WHY - **these are the Core Values of your business!**

Take a look at your themes - is anything missing from what you thought your core values might be? If it's something you think is important, add it! 🤔 ... but it's always good practice to ask yourself - why didn't that nugget emerge during this exercise?

Meep's grouped word cloud

<p>Question authority</p> <ul style="list-style-type: none"> Unveiling the root problem Changing the status quo Easier to be forgiven than to ask permission 	<p>Close Community</p> <ul style="list-style-type: none"> Informed Accountability Intentional networking Active listening Chosen family Talk about it 	<p>Magic</p> <ul style="list-style-type: none"> Trust Creating empty space for good things to come in Awe for ideas Spirituality 	<p>Masterful Movement</p> <ul style="list-style-type: none"> Balancing yin & yang Rhythm and alignment with nature Coming back to yourself Range 	<p>Simplify with Why</p> <ul style="list-style-type: none"> Efficiency Is that true? Why? Form Follows Function Minimum viable thing 	<p>Self-Awareness</p> <ul style="list-style-type: none"> Know Thyself Zone of Genius Checking In Vulnerability 	<p>Visionary mindset</p> <ul style="list-style-type: none"> Multi-solution mindset Think outside the box Put yourself in the way of beauty 	<p>Be kind to yourself</p> <ul style="list-style-type: none"> Space and time Health Happiness 	<p>Clear Direction</p> <ul style="list-style-type: none"> Shared Understanding Definition of success Listening Being realistic Tracking
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PRO TIP!

Explore beyond classic one-word values like "Integrity" or "Humility". The best Core Values are phrases that have special meaning to you and your team.

Now it's time for the hardest part.

If you had to put your themes in priority order, what would it be? This step is extremely important in setting yourself up for success in alignment with your mission and your WHY. Prioritized Core Values serve as the ultimate sounding board for processing incoming information and making decisions throughout the life of your business.

Hint: this part usually only takes about 5 minutes, because deep down, you already *know* what's most important.

Meep's prioritized values

- Core Value 1
Co-Creating with the Universe
- Core Value 2
MASTERFUL MOVEMENT
- Core Value 3
Simplify with Why
- Core Value 4 (optional)
QUESTION AUTHORITY
- Core Value 5 (optional)
Close Community



MY CORE VALUES

Use this space to group the words and phrases in your Word Cloud into themes.

Title your groups, and then prioritize your values!

Themes

Core Values

1.

2.

3.

4.

5.



MY TRUE NORTH

It's time to bring it all together. Write your WHY, HOW, WHATs, and prioritized Core Values here, and hang this page where you'll see it often. **Use your True North as a sounding board each time you receive new information or need to make a decision for your company.** Remember that you made these decisions from a grounded place. and each time you're tempted to stray out of alignment, ask yourself - **WHY?**

WHY

HOW

WHATs

CORE VALUES

1.

2.

3.

4.

5.