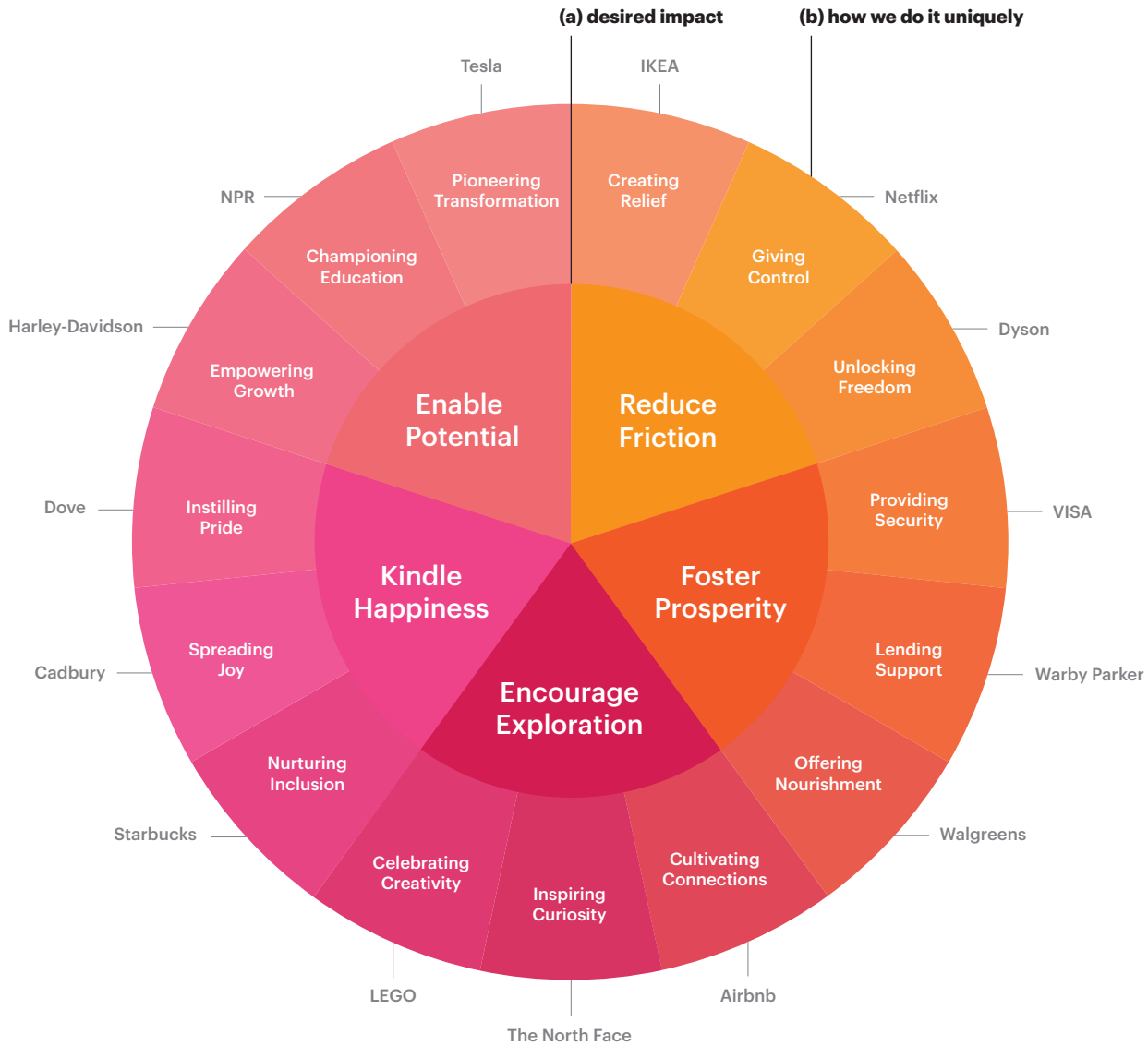


Purpose Wheel Framework

The Purpose Wheel is a tool that helps teams envision how a company might have impact in the world beyond profit. Start in the center to imagine the company's desired impact. Work outwards to experiment with how the company might achieve this. The results are key ideas that can help shape the company's purpose statement.



We exist to

(a) desired impact

by

(b) how we do it uniquely

to impact society for the better

How this impacts the people we serve:

Individual

Group

Society