

WORLD CHANGE FILTER

MOTIVATION FUEL #4

SELL YOUR SERVICE



So how are you going to change the world? Cure cancer? Develop a packaging plastic that isn't impossible to open? Or, are you going to change the world of the people around you? Other businesses and people who need your help?

Use this filter worksheet to guide your principle on changing the world. This is "True North" for your business. It's a fixed point, on the horizon for you to measure everything else. You now can have an objective that not only is going to make a difference, but powers your business.

Follow the filter through and make sure you can answer all the questions.

This should only take 20 mins. Go and crush it.

Mike



Michael Killen

How are you going to change the world?

What statement can you make about how your business is going to change the world? How are people going to know that you and your business made an impact? We've given you a lot of space because you might have to write it out a few times.

Use the questions below to decide if this is worthy of a "change the world statement".

Does this statement make you feel queasy? Like you have to bust your ass off to make it happen?

If not, start again and think bigger. If yes, carry on.

Does this statement make others uncomfortable or tell you it's too big a goal?

That you should aim lower? If it doesn't go back and think bigger. If yes, carry on.

Does the statement clearly show how you're going to help people or improve the lives of other people?

If not, go back and focus on helping other people. If yes, carry on.

Can you answer "how are you going to do that"?

If you can answer it carry on. If you can't answer it, really think hard about whether you need all the pieces. Your business purpose should be able to answer this question. If you really can't answer that, go back and think about something you can do.

Are you willing to tell people that this is how you're going to change the world?

If yes, you're done. If not, go back and think about something that you would be proud to tell people you want to do.