

Step 1: Draft an MTP (Massive Transformative Purpose*)

Massive Transformative Purpose (MTP) describes a better future for the world (or at least your industry or community). It doesn't specify *how*.

It's not about you, your customers, your organization, your products or services. No 'you', 'we' or 'us'. You are not in the picture.

It is not a marketing slogan. It is your north star, but it doesn't restrict your organization from changing direction.

It might excite and scare you, and catch in your throat, it matters that much to you.

You might never fully achieve it, yet it is still worth striving for.

A great MTP attracts the customers, community, partners and resources you need to make a dent in the universe...

Examples:

- To accelerate the world's transition to sustainable energy. – **Tesla**
- To make sustainable living commonplace. – **Unilever**
- Organize the world's information. – **Google**

"Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has."

– Margaret Mead

*See **Chapter 3 - What is a Massive Transformative Purpose?** in **Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it)** by Salim Ismail, Michael S. Malone & Yuri van Geest.

The Exponential Organizations Master Business Course is a part of the Growth Institute MBD Program. To learn more, visit www.growthinstitute.com/exo

Exercise - Each team member answers the following questions on their own, then team discusses & drafts MTP.

What do we really care about? Why?

What is our company's purpose on this earth (and beyond)?

What does the world hunger for? Why?

What would we do if we could never fail? Why?

What would we do if we received a billion dollars today? Why?

Your MTP (DRAFT # _____):

Now copy your draft to the Testing Page →

Step 2: Test Your Draft MTP

Your MTP (DRAFT # _____):

Well-Structured Examples

- *To accelerate the world's transition to sustainable energy.* – **Tesla**
- *To make sustainable living commonplace.* – **Unilever**
- *Humans must become a multiplanetary species.* – **SpaceX**
- *Organize the world's information.* – **Google**

Check your MTP: Include these qualities...

- ☐ Does it describes **a desired state** for the world, your industry or your community?
- ☐ Is it highly **aspirational**?
- ☐ Is it **unique**?
- ☐ Is it audaciously **Massive**, touching an industry, an entire community or the entire planet?
- ☐ Is it **Transformative**?
- ☐ Is the **Purpose** - the "why" - clear and unmistakable?
- ☐ Is there a sense of **Passion** and **Meaning**?

Remove these qualities...

- ☐ Is it a **Vision Statement** and about the organization?
- ☐ Is it about **Mission** and **how** to achieve the outcome?
- ☐ Is it **restrictive** to future business models?
- ☐ Is it a **Marketing Slogan** for customers?
- ☐ Is it a sentence for customer ("you")?
- ☐ Is it a sentence for us ("we")?
- ☐ Is it about the **business**?

Create the next draft of your MTP →

Your MTP (DRAFT # _____):

Quick Test - The MTP Cocktail Party (by kentlangley.com)

Will your MTP cause the *right* people to "lean in"?

A great MTP creates a gravity field, attracting customers, partners, employees and whole communities out of the crowd to your cause. How might you rapidly test your MTP's gravity??

"What do you do?"

Imagine a cocktail party or mixer filled with people who might be a great fit for your MTP. Introduce yourself to a stranger...

Once names are exchanged, the next question is: "*what do you do?*". **This is the moment to share your MTP.** How will they respond? Will they "*disengage*", or will they "*lean in*" to learn more?

Pat: So Chris, what do you do??

Chris: My company is working to **end opioid addiction and deaths, worldwide.**

Pat: (*taking a step back*) Wow. Uh - did you see where the restrooms are? (*excuses self*).

Sandy: Chris, I'm Sandy. Sorry for eavesdropping, but did you say you were trying to end opioid addiction?? (*leans in toward Chris*) **That is incredible - how on earth are you going to do that?**

Next, attend a networking event or Meetup and share your MTP. If most people **disengage** (**Pat**), re-draft your MTP and try again. But if your MTP is pulling the right people out of the crowd to **lean in** and find out more (**Sandy**), it's time for more rigorous large-scale testing.

Now get out of the building, identify relevant communities, and test your MTP with them! (See ExO Attribute: Community and Crowd)