

MASSIVE TRANSFORMATIVE PURPOSE

**STEP 1.3.1:** Expand the constraints of your main objective to global and exponential.

**STEP 1.3.2:** Ask yourself: What would the world look like if that objective is achieved? Write keywords.

**STEP 1.3.3:** Using those keywords create an MTP: Verb + Noun (optional: additional keywords).

**STEP 1.3.4:** Check if the MTP can inspires others to take action.

Envision your massive transformative purpose

This process allows to envision a future in which your transformative purpose, which is the organization's highest and most aspirational purpose is achieved.

THE INPUT	THE PROCESS	THE SELF-ASSESSMENT
<p><b>MicroCanvas 1.2:</b> Objective Tree</p>	<p><b>This approach:</b> allows to envision a future in which your transformative purpose is achieved. Using this process you will create the project's massive transformative purpose, which is the organization's highest and most aspirational purpose.</p> <ul style="list-style-type: none"><li><b>STEP 1.3.1:</b> Select your previously defined main objective and expand the previous geographic, time, economic, social, or technological constraints to global and exponential by modifying the wording for a global (or more) impact reach.</li><li><b>STEP 1.3.2:</b> Ask yourself the question: What would the world look like if the global and exponential objective is achieved? Look for words with emotional meaning for that future world scenario.</li><li><b>STEP 1.3.3:</b> Using that list of words create an MTP using the following structure: Verb + Noun (optional - further expand with an additional noun to convey more meaning).</li><li><b>STEP 1.3.4:</b> Validate if the MTP is so wide in range or effect that effectively inspires others to take action. It should also function as a natural barrier for those without the same aspirations or the same vision.</li><li><b>Examples:</b><ul style="list-style-type: none"><li><b>SpaceX:</b> enabling people to live on other planets</li><li><b>TESLA:</b> accelerate the world's transition to sustainable energy</li><li><b>Google:</b> organize the world's information and make it universally accessible and useful</li><li><b>Doulab:</b> massively accelerating innovation and entrepreneurship to unlock global prosperity</li></ul></li></ul>	<ul style="list-style-type: none"><li>Does the organization have a "massive transformative purpose (MTP)"?</li><li>Is it emotional? Does it reach the hearts and minds of those who read, see, or hear it?</li><li>Does it generate passion?</li><li>Is it credible? Employees must have confidence in the feasibility of the success of their daily work.</li><li>Is it simple? It should be clear and easy to understand.</li><li>Are you able to guide people towards the intentionally shocking goal? Must be a guiding star. Changing their attitude from "impossible to achieve" to "necessary".</li><li>Is it transformative? It should also inspire them people to work to achieve the defined purpose.</li><li>In case the organization has a mission statement. Can you replace it with the MTP?</li><li>In case the organization has a vision statement. Can you replace it with the MTP?</li></ul>
THE OUTPUT		
<p><b>Primary:</b> Massive Transformative Purpose</p>		

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## MASSIVE TRANSFORMATIVE PURPOSE EXAMPLES

**SpaceX:** enabling people to live on other planets

**TESLA:** accelerate the world's transition to sustainable energy

**Google:** organize the world's information and make it universally accessible and useful

**Uber:** ignite opportunity by setting the world in motion

**Doulab:** massively accelerating innovation and entrepreneurship to unlock global prosperity

# Envision your massive transformative purpose

This process allows to envision a future in which your transformative purpose, which is the organization's highest and most aspirational purpose is achieved.

