1.3 MASSIVE TRANSFORMATIVE PURPOSE



THE MICROCANVAS® FRAMEWORK v0.1

MASSIVE TRANSFORMATIVE PURPOSE









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

MicroCanvas 1.2: Objective Tree

THE OUTPUT

Primary: Massive Transformative Purpose

THE PROCESS

This approach: 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.

- STEP 1.3.1: 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.
- STEP 1.3.2: 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
- STEP 1.3.3: 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).
- STEP 1.3.4: 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.

Examples

- SpaceX: enabling people to live on other planets
 TESLA: accelerate the world's transition to sustainable
- o Google: organize the world's information and make it universally accessible and useful
- o Doulab: massively accelerating innovation and entrepreneurship to unlock global prosperity

- Does the organization have a "massive transformative purpose (MTP)?
- Is it emotional? Does it reach the hearts and minds of those who read, see, or hear it?
- Does it generate passion?
- Is it credible? Employees must have confidence in the feasibility of the success of their daily work.
- It is simple? It should be clear and easy to understand.
- Are you able to guide people towards the intentionally shocking goal? Must be a guiding at a Characteristic. guiding star. Changing their attitude from "impossible to achieve" to "necessary".

 Is it transformative? It should
- also inspire them people to work to achieve the defined
- In case the organization has a mission statement. Can you replace it with the MTP?
- In case the organization has a vision statement. Can you replace it with the MTP?

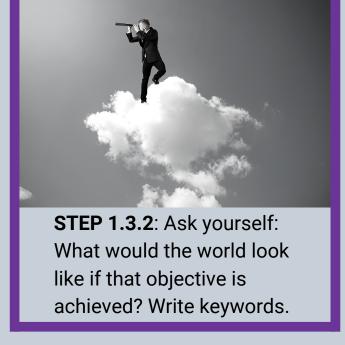


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MASSIVE TRANSFORMATIVE PURPOSE EXAMPLES

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

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THE SELF-**ASSESMENT**

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