

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
<div>MicroCanvas 1.2: Objective Tree</div>	<p>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.</p> <ul style="list-style-type: none">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 scenario.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:<ul style="list-style-type: none">SpaceX: enabling people to live on other planetsTESLA: accelerate the world's transition to sustainable energyGoogle: organize the world's information and make it universally accessible and usefulDoulab: massively accelerating innovation and entrepreneurship to unlock global prosperity	<ul style="list-style-type: none">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.Is it simple? It should be clear and easy to understand.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".Is it transformative? It should also inspire them people to work to achieve the defined purpose.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?
THE OUTPUT		
<div>Primary: Massive Transformative Purpose</div>		