

# My Proposed Visionary Purpose Statement For Ratermann Manufacturing



## Value-Based

Speaks to the WHY -  
what we value and  
believe in



## Instructional

Can be used as a north  
star to guide thought  
and action



## Appealing

Well crafted and  
sounds good



## Aspirational

Relates to a desirable  
future state



## Unique

Points to what we are  
uniquely great at



## Achievable

Measurable and within the  
bounds of what the  
organization can accomplish



## Inspiring

Creates an emotional  
impact



## Shared

Reflects the common  
vision of the leadership  
team

# Stage 1 Scoring Matrix for Purpose Statement Drafts

	<b>Value-Based</b> Speaks to the WHY - what we value and believe in	<b>Instructive</b> Can be used as a north star to guide thought and action	<b>Appealing</b> Well crafted and sounds good	<b>Aspirational</b> Relates to a desirable future state	<b>Unique</b> Points to what we are uniquely great at	<b>Achievable</b> Within the bounds of what the organization can accomplish	<b>Inspiring</b> Creates an emotional impact	<b>Total</b>
Phrase 1								
Phrase 2								
Phrase 3								
Phrase 4								
Phrase 5								

Score each proposed purpose from 1-5 on each criteria

## Stage 2 Scoring Matrix for Purpose Statement Drafts

	<b>Financial</b> Promotes Profitability. Guides investment	<b>Brand Power</b> Embodies our competitiveness & staying power.	<b>People</b> Inspires our staff. Attracts best talent.	<b>Innovation</b> Leads the pack. Embraces creativity.	<b>Stakeholders</b> Builds loyalty with vendors, customers, investors, staff.	<b>Positive impact</b> Supports social & environmental well-being.	<b>Governance</b> Guides management decisions & priorities.	<b>Total</b>
Phrase 1								
Phrase 2								
Phrase 3								