

**Write your organization's Core Purpose below.** The Core Purpose is why your organization does what it does.

**On a scale from 0 to 10, how is your organization living up to its Core Purpose?**

**0**      **1**      **2**      **3**      **4**      **5**      **6**      **7**      **8**      **9**      **10**  
POOR OUTSTANDING

**Write your organization's BHAG® below.** The BHAG® is a clear and compelling 10-25 year audacious goal that acts as a clear catalyst for team direction.

**On a scale from 0 to 10, how is your organization moving towards achieving your BHAG®?**

**0**      **1**      **2**      **3**      **4**      **5**      **6**      **7**      **8**      **9**      **10**  
POOR OUTSTANDING

**What's one thing we can do as an organization next period to improve the delivery of Purpose or BHAG®?**  
Refine and rewrite your idea as a S.M.A.R.T. priority.

\*BHAG is a Registered Trademark of Jim Collins and Jerry Porras.