

Workbook



Finding your why

The power of purpose in business

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HI THERE

I am Pauline and I am a certified digital business strategist supporting female entrepreneurs. With my help, they can build and scale business, take ownership of their work and personal life, get their time and sanity back

I am also the creator and host of "How She Owns It," a podcast unlike any other. It brings female entrepreneurs into the spotlight to self-promote and share business wisdom.

OUR MISSION

*We are mission-driven and
strive to serve excellence.*

"We support purpose-driven entrepreneurs and female visionaries, people of colour, coaches, course creators and service-based entrepreneurs with strategy, coaching and implementation support.

We help them stop overwhelm through creating efficiency in their operations and transition them into proactive mode."

WHY THIS WORKBOOK

I've put this workbook together to help you define your why, your mission, your vision and your core values.

Knowing why you're doing what you're doing, where you're trying to go, and how you're going about it is the glue that holds your business together.

Always remember to come back to this regularly as you and your business are growing.

Now let's dive in. The following pages will help you define your why, your mission, your vision and your core values.



YOUR WHY

When it comes to your business, always start with your why.

Your why is the reason you get out of bed in the morning and do all that you do. It is your purpose. Knowing your why will help you stay committed to your dream. It gives you direction, allows you to prioritize and to let go of what isn't serving you.

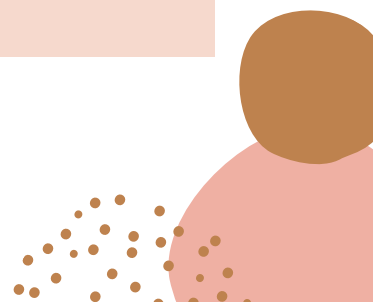
What are you passionate about?

What is the reason you get out of bed and do the things you do?

What impact do you want to make?

What is your unique offer?

Your turn: Take everything you answered above and create your why:





YOUR MISSION

Your mission statement should be a declaration of purpose. It's about what you do, how you do it and whom you serve.

What do you do?

How do you do it?

For who are you doing it?

What value do you want to bring?

What do you want to be remembered for?

Your turn: Take everything you answered above and create your mission statement:



YOUR VISION

Your vision is about the future of your business. It's how you see your business evolve.

You could say it's like a vision board for your business. It is your dream.

When creating your vision, I suggest you ask for feedback to check if your vision is clear.

If you meet all your goals, what would your business look like in 5 to 10 years?

What will your business have accomplished?

Where do you want your business to be in the future?

Where do you see your business going?

What problems do you expect to solve in the coming years?

Your turn: Take everything you answered above and create your vision statement:



YOUR VALUES

Your core values are about what's important to you, it's your ethics, your moral code.

What are your guiding principles?

What are your core beliefs?

What do you stand for?

What are you opposed to?

What is important to your business?

How do you wish to treat others: your team, your contractors, your clients?

Your turn: Take everything you answered above and create your core values:



LET'S CONNECT!

Thank you for downloading this workbook. I hope this was helpful. And if you have any questions, don't be shy. I'd love to help. Now let's connect!

Get in touch



I'd love to see you in our Facebook group, a collective of female visionaries. This group is dedicated to discussing the wisdom from fellow female CEO's in the How She Owns It podcast.

JOIN OUR FACEBOOK GROUP

Listen to the podcast where we discuss candidly the challenges and offer our hard-earned lessons and wisdom from our experiences in this rollercoaster journey of being entrepreneurs and finally owning the life we envisioned.

HOW SHE OWNS IT PODCAST