

Alternative Ways to Express PURPOSE and VALUES

Make purpose and values inspiring, informative, reassuring and fun.

PURPOSE (DO NOT SKIP OVER **PURPOSE**). Here are just a *few* suggestions:

1. **Ask questions** about how to commit to purpose despite challenges? Where have you lived it well?
2. Create a **poster** of images or otherwise **graphically depict** your purpose. Post in office or building.
3. Share **quotes**, or short **YouTube video clips** and partial **articles** to express it.
4. Express, describe or **capture in self-created video**.
5. Describe the **biggest, best possible effects** of it.
6. Share **health benefits** of it.
7. Write a **poem** or **limerick**.
8. Share the joy of it through **humor**.
9. Share what **disasters could be avoided** because of it.
10. Share what **life would be like without** it.
11. Share what **life would be like with it**.
12. Share **knowledge** or **understanding** of what it means.
13. Share **stories** that reflect it or some aspect of it in the way the company or coworkers behave.
14. Reference it in **movies, songs**.
15. **Over-communicate it**; for example, "Will you share/discuss our purpose with one person today??"

CORE VALUES (CORE VALUES ARE NOT SEPARATE FROM *PURPOSE*) Here are just a *few* suggestions:

1. Ask which values are **challenging** and why.
2. Ask which values are **easy** and why.
3. Share what **life would be like without** your values.
4. Share what **life would be like with them**.
5. Discuss which ones they **like best** and why.
6. Discuss which ones they **don't understand or most often forget**.
7. **Graphically depict** values.
8. Share **quotes** that express each or a few of them.
9. Express or describe your values **in video post**.
10. Describe the **biggest, best possible effects** of one or more of them.
11. Share what **disasters are avoided** because of them.
12. Share joy of them through **humor, joke or meme**.
13. Share **knowledge** or **understanding** of what they mean.
14. Share **stories** that reflect values.
15. Play a small clip from a **movie** or **songs**
16. Create and share ways you **over-communicate it**
17. Write a **poem** or **limerick** on values.