

Core Premise of Your Movement

Honing in on the core premise of your movement Journaling:

Journal about why you want to start or expand a movement? Movement can be the essence of your endeavor or business, it doesn't have to be a literal movement. Is it an actual movement?

- What needle are you moving?
- What is your movement?
- What needle does it move?
- From what/where to what/where?
- By when?
- By what percent?
- Who is involved in helping you spread the movement?
- Who are secondary helpers – are they clients / customers who spread the gospel of your movement, team, hired support, viral media, a certain business / impact model? Explain in detail

“By 2030 we _____ by 85% with the help of _____ and the outcome is _____ The Core premise of our movement is _____ so that _____.

Honing the messaging or the impact you create:

By (what date)

We move the needle on

(What is the issue now and what are the problems/ challenges associated with it)

By what percent

(What is the solution and how are you able to put a measurement on the change created as a result of this movement?)

With the help of (or)

Because of

(Who is leading, doing, being or creating the change?)

So that (the outcome is)

(Achieve the results you, your mission or service promise)

Core premise of our movement is _____ so that _____.

Honing in further on the message f or the people you serve:

We Serve

who struggles with
*(What are they walking
worrying about that they
can't solve alone?)*

and wants to
(What do they desire?)

so he/she/they/ it can
*(Achieve the results you
and your service promise)*