

The one-page operating vision

Not a mission statement. The page a new hire reads on day one so they can make a decision on day two. Written by the founder, alone, then read to the team and fixed where they hear it differently.

Why this business exists

The real reason, in the founder's words. What would the people you serve lose if it vanished tomorrow?

The destination, three years out

A picture, not a number. Revenue and team size belong here, but so does what a normal Tuesday looks like, who the clients are, and what the founder no longer does.

The principles the team decides with

Three to five. Each one has to settle a real decision when the founder is not in the room. Build them on page two, then write the short form here.

PRINCIPLE	THE DECISION IT SETTLES
1	
2	
3	
4	
5	

This year's priorities, ranked

Three to five, in order, so that when two collide everyone knows which one wins. Each gets an owner and a number on the scoreboard.

PRIORITY	OWNER	THE NUMBER
1		
2		
3		
4		

O R I G I N

THE PURPOSE · PILLAR 01 · WORKSHEETS

Principles that get used, and the repeat test

Most teams set values because someone told them to, then forget them by Friday. A principle is different: it settles a decision, filters a hire, and gets enforced when someone drifts. Build each one here before it goes on page one.

The principle builder

PRINCIPLE (TWO TO FOUR WORDS)	WHAT IT MEANS HERE, IN ONE SENTENCE	A REAL DECISION IT SETTLED, OR WOULD HAVE	WHAT BREAKING IT LOOKS LIKE
1			
2			
3			
4			
5			

A principle with nothing in the third column is a slogan. Cut it or find the decision.

The repeat test

Read page one to the team. A week later, ask three people separately: where is this business going, and what matters most this year? Write what each one says. Where their answers differ from the page, the page is unclear, not the people.

WHO	WHERE ARE WE GOING?	WHAT MATTERS MOST THIS YEAR?

What the page got wrong

The line the team repeats

One sentence, in their words, that a client or a new hire could hear and understand.

Done when

- ☐ Three people give the same answer to both questions.
 ☐ Each principle has settled at least one real decision.
 ☐ Every priority has an owner and a number on the scoreboard.
 ☐ The page is where the team already works, not in a drawer.