

INSTRUCTIONS: This worksheet helps articulate the deeper purpose behind your message. It's less about you and more about the movement, principles, and transformation you inspire.

👋 1. WHAT MUST CHANGE?

Describe the problem or outdated mindset you are challenging.

? 2. WHAT DO YOU BELIEVE?

State the core principles that drive your work and define your movement.

3. WHAT IS POSSIBLE?

Paint a vision of what happens when people embrace your ideas.

% 4. WHAT MUST BE DONE?

Describe the steps individuals or organizations must take to create this change.

\$7 5. HOW WILL YOU LEAD THIS CHANGE?

Define your role in driving this transformation.

6. THE MANIFESTO STATEMENT

Write a powerful, one-paragraph declaration that captures the essence of your movement.