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Reflecting on Your Purpose and Stakeholders

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John Mackey's journey reminds us that entrepreneurship is about more than profits. It's about relationships, purpose, and creating lasting value. This worksheet will help you reflect on how you can apply these lessons to your own business.

Step 1. Define Your Purpose

Take a few minutes to write down the core purpose of your business. What do you aim to achieve beyond financial success? How do you create value for your customers, employees, and the broader community?

Step 2. Identify Your Stakeholders

List the key people who contribute to your business's success. These could be customers, employees, suppliers, partners, or community members. How are you currently serving them, and how could you deepen those relationships?

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Step 3. Plan for Resilience

Think back to a challenge you've faced in your business. What did you learn from that experience? How could you approach future setbacks with a mindset of growth and resilience?

Step 4. Focus on Wellness

What steps are you taking to ensure your personal health and well-being? How can you incorporate practices that support both your health and the health of your team? Consider adding breathwork, meditation, or other wellness routines to your daily schedule.

Reflecting on your purpose and relationships can help you stay grounded as you grow your business. Use these insights to guide your decisions, build stronger connections, and create lasting value for your community.

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The more you trust people, the more trust you create.

– John Mackey