



## PURPOSE EXERCISE

1. What gets you really frustrated or seems unfair in your industry that you would love to see change?

2. Is there a specific way in which you want to disrupt your industry?

3. Is there a way you want to disrupt the world?

4. Is there a way you would like to change the client relationship and experience in your industry?

5. What needs to change for you to stand for excellence in your industry?