

Tool 23 – Purpose First

Purpose First helps an entrepreneur think about why they are learning something before they start.

When to Use: Purpose First

Use it before beginning a new subject, task, skill, process, training, or project.

Optional Contact Information

Add these details only if you want a record of who completed the worksheet or need to follow up.

Name:	
Email Address:	
Business / Organization:	
Role — optional:	

Q1 What subject, skill, task, or process are you about to learn?

Q2 Why does understanding this matter to you or your business?

Q3 Who could benefit from you understanding it?

Q4 How or where will you use what you learn?

Q5 What do you want to understand or be able to do when you are finished?

Q6 In one sentence, what is your purpose for learning this?

Business Application

Use Purpose First as an opening activity before learning a new process, exploring a business challenge, preparing for a project, or developing a skill. Clarify why the subject matters, who benefits, what problem it addresses, and how the learning will be used.