

# Discover Your "Why"

What is the benefit to society that our company should aspire to deliver? This should be impactful and inspiring, and may take 50 years, or longer, to fully accomplish.



Source: Steve Preda, Gregory Cleary: *Pinnacle - Five Principles...* (Amershire Publishing, Glen Allen, Virginia, 2022)

## Examples:

"To accelerate the world's transition to sustainable energy" - Tesla

"To make humanity multi-planetary" - SpaceX

"To liberate people from unhealthy and unpleasant tasks" - Combi Packaging Systems

"To transform people to help fulfill their potential and enjoy a better social life" - Eos Rejuvenation

"To help all doctors achieve Escape Velocity" - Limitless MD

"To facilitate people's independence and self-determination" - RackN

## We exist to: