
Giving Voice to Values Questionnaire Part One¹

1. Questions of Purpose: What is your personal purpose for your business career?²

Some possible issues to consider:

- a. What impact do you want to have? On whom?
- b. Whom do you want to know you benefited? In what ways?
- c. What do you want to learn?
- d. How do you define your impact as a/n: auditor, investor, manager, product developer, marketer, senior executive, etc.?
- e. What do you hope to accomplish? What will make your professional life worthwhile?
- f. How do you want to feel about yourself and your work, both while you are doing it and in the end?
- g. If your company has a mission or purpose that is meaningful to you and has some external orientation (i.e., more than just about the company making money or producing great widgets), how does it connect to your own personal purpose?

¹ This material is part of the *Giving Voice to Values* (GVV) curriculum. The Yale School of Management was the founding partner, along with the Aspen Institute, which also served as the incubator for GVV. From 2009 to 2015, GVV was hosted and supported by Babson College. Darden Business Publishing is pleased to present this material in its original form.

² Question 1 was piloted at the University of Texas-Austin in 2003, and it is adapted from Jim Loehr and Tony Schwartz, *The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal* (New York: Free Press, 2003).