



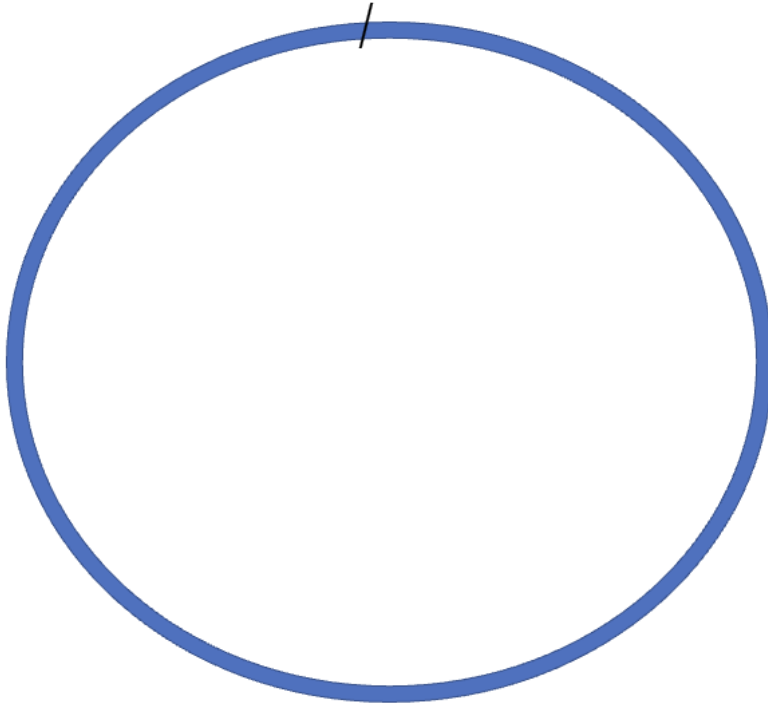
Flying your flag!

If we're going to start on our entrepreneurial journey it's worth exploring what drives us. What do we care about and what difference do we want to make? Because that's the well we need to draw from to sustain us on our journey.

What we want is to find a way of putting our energies into something we care about, something which will make a difference. We need a sense of *purpose*.

Start by thinking about what you're good at, what resources and knowledge you might bring to bear on creating something new. Ask other people for feedback, what do they think you're good at?

Fill out the details on this circle.....



Now think about what you're really interested in. What do you spend your spare time on, where do you target your energies?

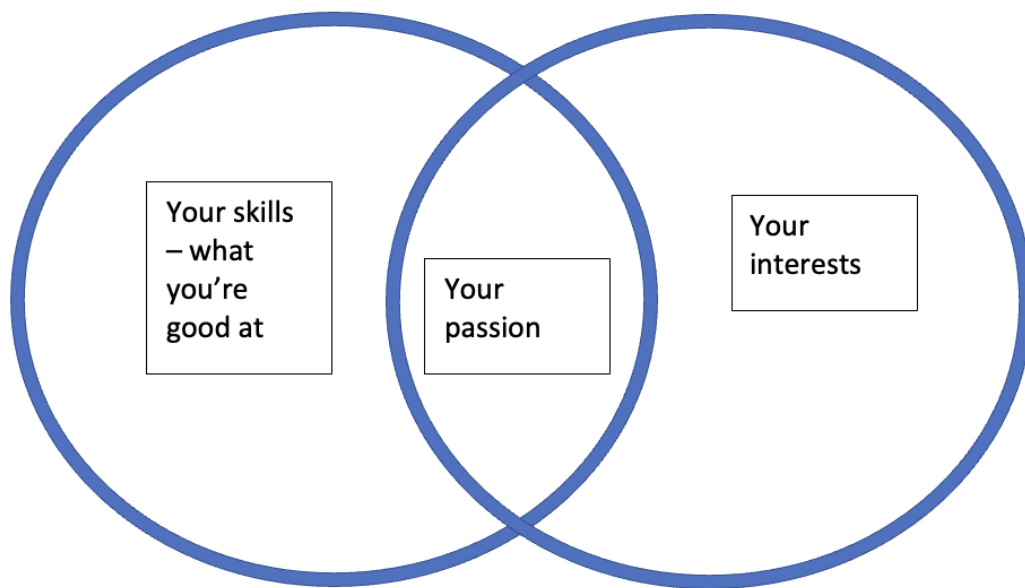
Maybe it's making music?

Maybe it's drawing or painting?

Maybe it's coding or playing computer games?

Maybe it's taking photos and sharing them?

Again, fill out the next circle ...



Put these two together and that's where your passion lies. And that's important because it's your source of energy for making change happen.

But what kind of change?

Finding your purpose

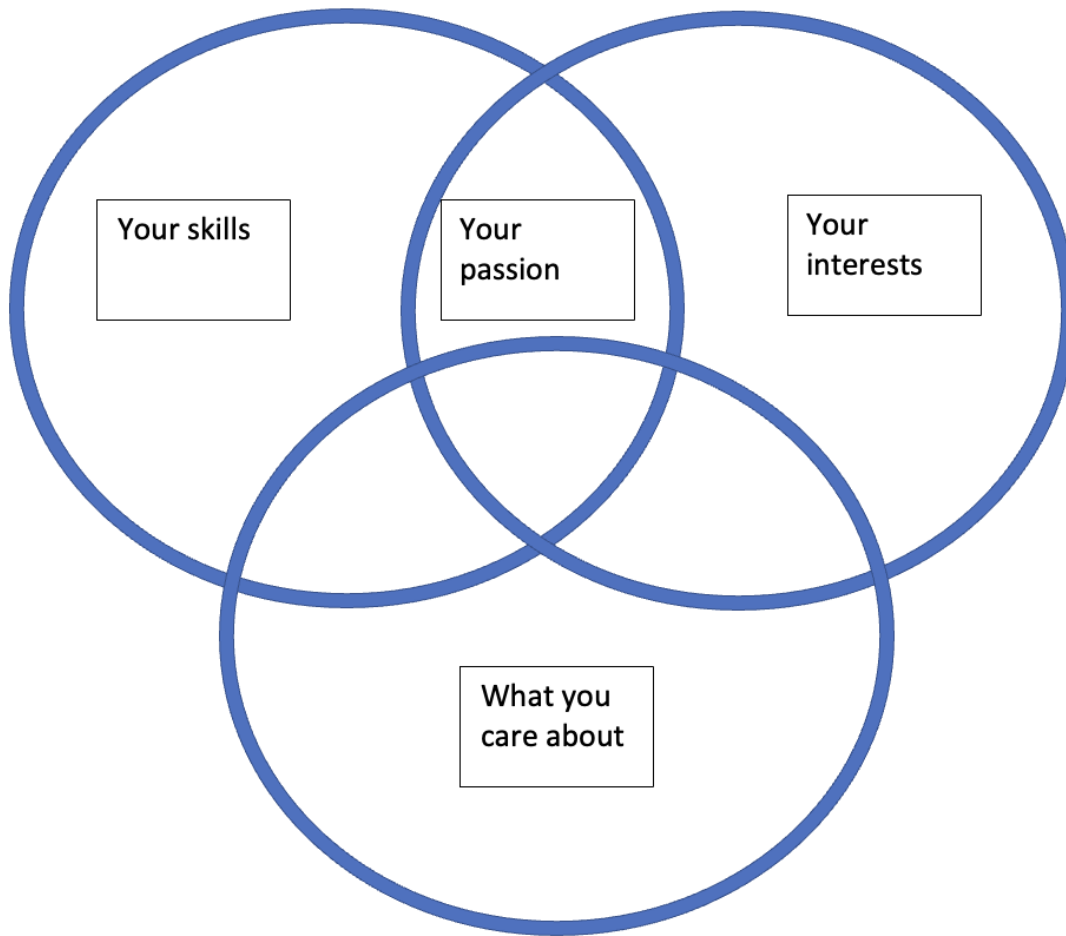
Now think about what you care about. What would you like to see change in the world around you, what matters to you? Where would you like to make a difference?

Maybe it's fixing something which annoys you – you're fed up with the same old problem occurring and annoying you and you care about doing something to fix it?

Maybe it's about making lots of money or becoming famous for something?

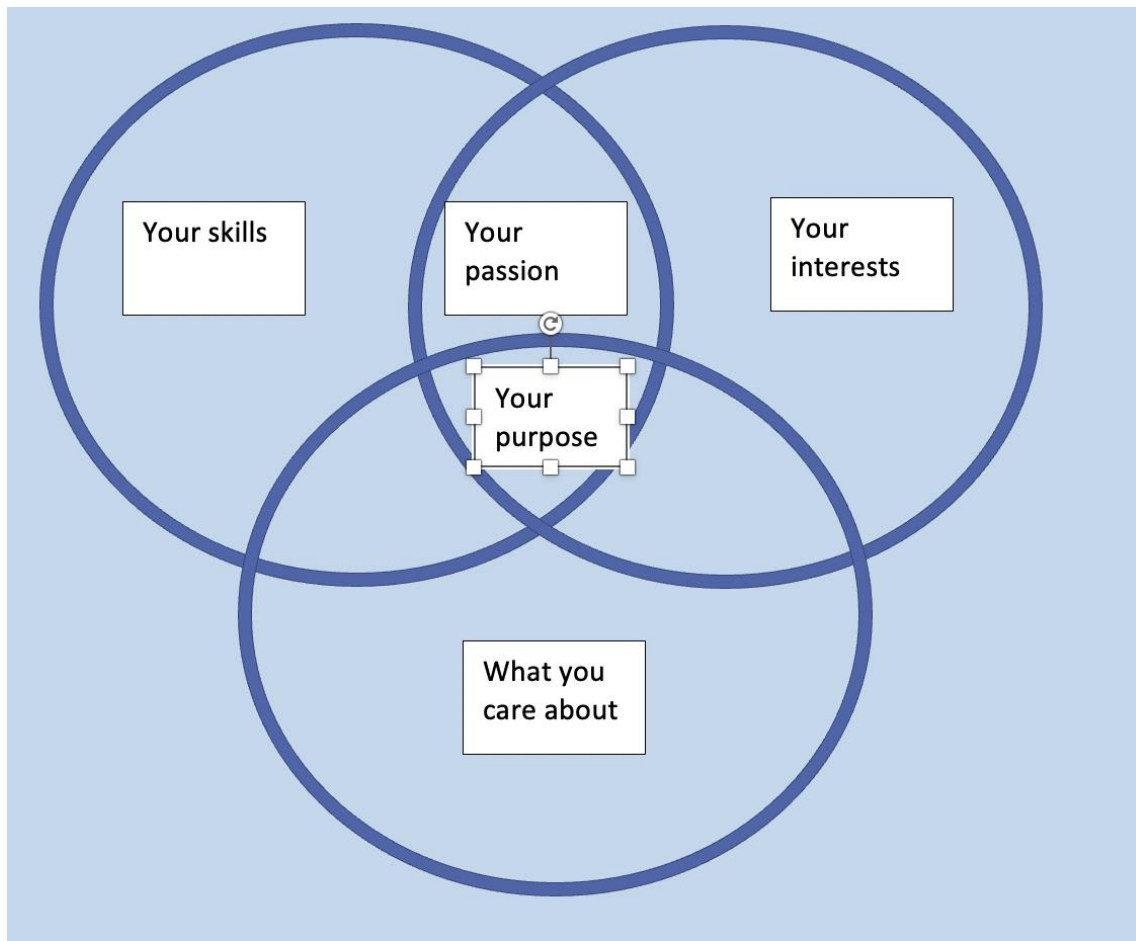
Or maybe it's also about making a positive difference – making a contribution to saving the planet, reducing the waste we see everywhere,.....

Fill out the third circle



Congratulations! You've found a purpose, somewhere you could channel your energies and skills into making a difference. Somewhere you could get behind to try and make a change happen.

Where these three circles intersect is where you can make a start.



Now create your flag – your banner

Try and capture this in the form of something which expresses your purpose, what you'd like to work on, the kind of innovation you'd like to create

Make it dramatic, maybe a slogan, maybe an image, maybe a challenge. Keep it short and simple so you can get the idea behind your challenge across to others.

You could use it to attract others with similar concerns, it's a way of finding like-minded people with whom you can team up.

Go fly your flag!

(This activity is based on 'Pilot your purpose' originally developed by Justin Wilcox and colleagues as part of their experience-based training resources for entrepreneurs, available at <https://www.teachingentrepreneurship.org/>)

