EXPLORE: GRIT CITY GEARS GOLDEN CIRCLE

Example: FIRST DRAFT (Messy Version)

WHY - First attempt:

"We want to help people with disabilities"

⬇️ (Too vague - why does THIS matter to YOU?)

"I watched my sister struggle with tools that weren't made for her needs"

⬇️ (Getting closer - what's the bigger belief?)

"Everyone deserves tools that adapt to THEIR needs, not the other way around"

✅ (This is the WHY - a belief about how the world should work)

HOW - First attempt:

"Custom 3D printing"

⬇️ (That's just a method - what's your unique approach?)

"We co-design with users, 3D print solutions, and use sustainable materials"

✅ (Better - shows the process AND values)

WHAT - First attempt:

"Assistive devices"

⬇️ (Too broad - be specific)

"Modular assistive tools, custom grips, and adaptive accessories for daily living, work, and recreation"

✅ (Specific and clear)

Example: FINAL VERSION

WHY (Purpose)

We believe everyone deserves tools that adapt to their unique needs, not the other way around. Too many people with disabilities face products designed for the 'average' person, forcing them into workarounds and compromises. We exist to change that.

HOW (Process)

We co-design with our users, 3D print customized solutions, and use sustainable materials. Every product is created through conversation, prototyping, and iteration directly with the person who will use it.

WHAT (Products)

We manufacture modular assistive tools, custom grips, and adaptive accessories for daily living, work, and recreation.

✅ Your WHY feels true to you (even if it's not perfectly worded)
✅ Your goals are specific enough that you'd know if you achieved them
✅ You can explain it to someone in 2 minutes
❌ Don't need: Perfect grammar, fancy language, everything figured out

APPLY: YOUR GOLDEN CIRCLE

Finding Your WHY

Step 1: Think of a moment when you felt frustrated with your industry.
What happened? Why did it bother you? What belief does that reveal? (This might be your WHY)

Step 2: Draft your WHY statement
Formula: We believe [core belief]. [Current problem]. We exist to [change you want to create].

Step 3: Test it
Read it out loud. Does it feel true to you? Does it give you energy? If not, what needs to change?

Finding Your HOW

What makes your approach different?
Process:
Values:
Methods:
Draft your HOW statement (1-2 sentences):

Finding Your WHAT

What will you actually make? Be specific.
Product/Service 1:
Product/Service 2:
Product/Service 3:
Draft your WHAT statement (1-2 sentences):

Partner Review Questions:

☐ Does their WHY feel authentic and energizing?
☐ Is their HOW specific enough that it's different from competitors?
☐ Is their WHAT clear enough that you could explain it to someone else?
Partner feedback: