

MASSIVE

TRANSFORMATIVE PURPOSE

- MTPs must fulfill all three letters of the acronym.
MASSIVE TRANSFORMATIVE PURPOSE
- The purpose must demonstrate a clear “why.”
 - Why is this work being done?
 - For what reason does the organization or community exist?
- The MTP must be unique and not easily replicated.
- The MTP should be wildly aspirational. This ignites passion and unifies purpose for a community or organization.
- The MTP requires constant action to be achieved, and for everyone involved to walk the talk. (Remember, it’s not just a mission statement.)
- The MTP must be focused on radical (large-scale) transformation (industry, community, planet, etc.). It can also be aimed at solving a massive global problem, for example, food security and air pollution.