

EXPECTATION MANAGEMENT
WORKBOOK

WHY?

The Purpose Principle

Answering the question - Why?



BERKLEY
INSTITUTE OF LEADERSHIP

BASED ON

POWER OF EXPECTATIONS



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The **PURPOSE PRINCIPLE**

The principle behind the Purpose Principle is to cut through superficial reasons or excuses or conscience placating justifications for what we are doing or planning on doing. The process asks a sequence of tough questions that test each preceding reason/ purpose for something.

By going through the sequence, the aim is to reach a point where you can no longer ask the question – Why? Once you have reached this point, then you will have unravelled the true purpose for something.

Too many quests and pursuits have had energy, time and passion thrown at them, only to realise somewhere down the line that the purpose for it being pursued was ill defined or not defined at all. The Purpose Principle is aimed at equipping you upfront with the real purpose behind any pursuit.

The PURPOSE PRINCIPLE

STEPS

A

SCENARIO

Outline what it is that you are setting out to do or accomplish
(See example page)



1



1

Ask yourself the reason why you are doing this or planning on doing what you have outlined in step A



2



2

A] Find whatever you can in the statement in step 3 that you can ask the question why to.
B] Now answer the question



3



3

A] Find whatever you can in the statement in step 2 that you can ask the question why to.
B] Now answer the question



4



4

A] Find whatever you can in the statement in step 4 that you can ask the question why to.
B] Now answer the question



5








5

A] Find whatever you can in the statement in step 5 that you can ask the question why to.
B] Now answer the question

The PURPOSE PRINCIPLE

SCENARIO: To take a study course in sales techniques

| | |
|--|---|
|  1 | PURPOSE 1 – WHY?: Because.... |
|  2 | <u>Extract from 1:</u> <u>Because....</u> |
|  3 | <u>Extract from 2:</u> <u>Because....</u> |
|  4 | <u>Extract from 3:</u> <u>Because....</u> |
|  5 | <u>Extract from 4:</u> <u>Because</u> |

The PURPOSE PRINCIPLE

EXAMPLE

SCENARIO: To take a study course in sales techniques

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PURPOSE 1 – WHY?:

Because – completing this course will help me improve my ability to find prospective leads and close more sales deals



Extract from 1: Why do I want improve finding prospects and close deals?

Because – to earn more commission



Extract from 2: why do I want to earn more commission
Because – earning more money will improve my lifestyle and help me afford the things I want



Extract from 3: Why do I want to improve my lifestyle and afford the things I want
Because – right now I am living from paycheck to paycheck, and cannot afford to buy better clothes, furniture and appliances which are breaking down



Extract from 4:
Because –

