Purpose Worksheet

**Client Name: JungleJym Academy**

**Date:**

**For a completed example of this worksheet,** [**click here**](https://docs.google.com/document/d/1GPQp7fP68oJzjBLCuKI5fxyTPeRghdafj30nOcTvXHg/edit?usp=sharing)

**Step 1: Watch this Ted Talk**

<https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en>

**Step 2: Brainstorm**

Ask yourself or discuss with your team: Aside from commercial intent, why do we do what we do? (this doesn’t need to be terribly organized, just get some ideas out onto the table)

| Help families be able to understand and have positive experiences with their children that have different needs and abilities.  Help families and children to allow their children to continue in their life as successfully as they are able.  Help children be able to engage with and enjoy basic daily activities: play, family time, be a part of the community.  When working with children, you are really working with the entire family, so that they can all have accessible ways to have fun.  Help mothers ease the burden of working with and helping their children with different needs and abilities so that they can spend time with their other children as well.  Teach and help children through children friendly ways - play is really their primary vocation. |
| --- |

**Step 3: Analyze your current services**

List the services you are currently offering (or planning to offer), the results these services are bringing for your clients, and why these results are important to your clients/customers…

| Service | Result | Benefit/Why |
| --- | --- | --- |
| Occupational Therapy | Improved activities of daily living.  Improvement in everyday skills: dressing, playing, feeding, toileting, etc.  A child’s occupation is play then school and play a little later. | Find meaning in their occupation (Play, school, work as it changes with age) to have a more fulfilling life by having the skills to do something that they want to do..  Easing burdens and stress on the whole family by helping kids with different needs and abilities be more self-sufficient.  Enhance the child’s ability to interact with the world in meaningful and helpful ways.  Help them bridge the gap between their abilities and the environment that they are in (school, family, community).  Help families have fun together. |
| Speech Therapy | Improved communication for daily living.  Improved ability to play and interact with family and others in a meaningful way. | Similar to benefits listed above, but with a focus on communication. |
| Physical Therapy | Improved mobility and movement within their environment for daily life (riding a bike, jumping on a tramp, running, etc)  Improved ability to play and have freedom to move through and interact with the world. | Similar to benefits listed for occupational therapy but with a focus on motor skills and moving through the world. |
| Intensive Therapy | Same or better results to Physical therapy, Speech Therapy, and Occupational Therapy in significantly less time.  Create better mastery of tasks/activities through increased repetition in a short period of time. | Time investment upfront for time freedom over the next several months. Ease stress on families and family relationships to not have weekly appointments for 6 months or a year. |
| Pre-School (Not starting til next year - as early as January or as late as September of 2023) | Provide them with pre-academic skills to succeed in elementary skills.  Enhance and teach math, reading, play, social, behavioral and regulation, reasoning, and motor skills. | Ease stress of children by making the transition to the elementary school environment easier.  They have the skills to succeed in elementary school.  Creates peace of mind for parents to know that their child is ready for the elementary school environment.  Help improve focus and behavior during Church meetings and other large group settings.  Improve ability to recover from distractions. |

**Step 4: Discuss Core Beliefs**

Finish this sentence: I/We believe that…

Record your responses.

For each belief you identify, ask yourself why that belief is important to you/your organization. When you’ve come up with an answer, you may have to dig a little deeper by asking ‘why?’ again and again until you feel you have reached the root of your belief.

| Belief | Why |
| --- | --- |
| Each child is unique and equally magnificent and significant. | A child and their family needs to believe that in order to succeed in life. We are working with the children and helping them develop those beliefs within themselves and their families. You can not impart those beliefs if you don’t also believe them.  All treatments are customized to the child based on their needs and their progress. Treatment plans are not cookie cutter since every child is unique. |
| Each child deserves the opportunity to succeed in their environment. | Every child has something significant to add.  In order to progress through life, they must learn the skills necessary to be successful in their current and future environments.  Our future depends on our children being able to function and adapt to their changing environment.  It is important to raise the societal norm one child at a time. |
| Helping children and families takes precedence over our varied beliefs, whether those differences are political, religious, or societal. | To make sure that everyone is treated with dignity and respect. |
| We believe that the truest form of happiness comes from helping others. | Everyone has the need to contribute to society and provide something helpful and meaningful. |
| We believe that the family is the core of our lives as individuals and as a society. | As humans we need to have people around us to succeed. Those around us when we are young are our family. We have to have a society and people that care about and for us.   It is vital that families are a part of the therapy and education process. |
| We are all children of a loving God. | If we remember that, it impacts how we treat each other.  No matter what someone’s abilities, we are a purposeful creation who is loved. |
| Education and Therapy are ways to provide tools for children to learn skills in a developmentally appropriate way. | As important as family is, people need extra help and extra tools to succeed.  If we don’t provide these tools in an individualized and developmentally appropriate way, children will not reach their full potential. |

# Our Brand Purpose: To provide every child the opportunity to succeed in their own unique way because each child is equally magnificent.