

Essential Intent

Greg McKeown popularized this exercise by in his book Essentialism: The Disciplined Pursuit of Less. Its goal is to help you get specific of what is important to you. It's helpful to craft a Vision and Mission statement but it's often too generic to help you make decisions. Values are similar. You should figure out your code of conduct, but it is only one component of who you are. An essential intent captures those, but then takes you one step further to answer how you will know you've achieved it.

	General	Concrete
Inspirational	<p>Vision/Mission <i>How I want to change the world?</i></p>	<p>Essential Intent <i>What is the North Star you will work toward that will let you know you've achieved your mission?</i></p>
Bland	<p>Values <i>What I will and will not do to achieve it</i></p>	<p>Quarterly Objective <i>What are the short-term objectives I am paying attention to?</i></p>

Ideas for improvement: