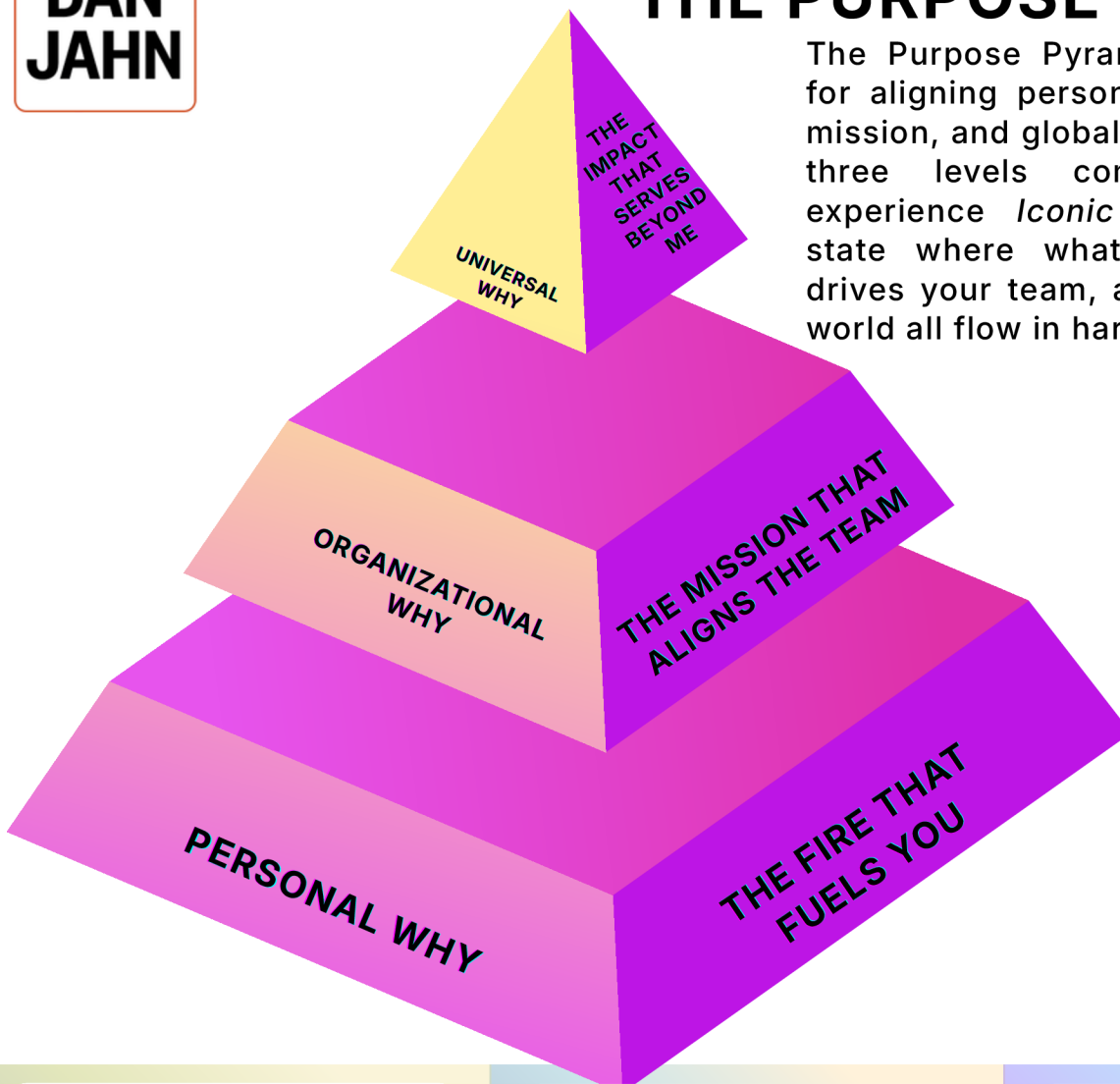


# THE PURPOSE PYRAMID

The Purpose Pyramid is a framework for aligning personal motivation, team mission, and global impact. When these three levels come together, you experience *Iconic Alignment* — the state where what drives you, what drives your team, and what serves the world all flow in harmony.



## PERSONAL WHY

Your personal why is the emotional core of why you lead at all. It's rooted in your story, your values, your pain, and your passion. It's the force that keeps you going when external rewards fade. Leaders with a strong personal why inspire trust and energy.

The Fire That Fuels You

## ORGANIZATIONAL WHY

Your organizational why connects your fire to the collective mission. It turns individual energy into alignment and synergy. When everyone understands and believes in the team's purpose, performance and engagement soar.

The Mission That Aligns the Team

## UNIVERSAL WHY

Your universal why expands your purpose to a cause greater than yourself — serving people, planet, or future generations. It's what gives work meaning long after you're gone and transforms leadership into legacy.

The Impact That Serves Beyond Me

**WHEN YOUR PERSONAL, ORGANIZATIONAL, AND UNIVERSAL WHYS ALIGN,  
YOU STOP CHASING SUCCESS AND START CREATING SIGNIFICANCE.  
THAT'S THE ESSENCE OF ICONIC LEADERSHIP.**