**PRE-Assignment- GHEE, Session # 3**

**ENTREPRENEURIAL THOUGHT & ACTION + YOUR DESIRED IMPACT STATEMENT**

Due: March 13, 2021 11:59 PM

The starting point of the ET&A methodology is *desired impact*. To be successful at creating and building a new business, a new strategy, a new product, or anything radically new requires desire—you have to have a strong feeling to achieve something larger than yourself. Rarely is entrepreneurship about the money or the profit.

Though profitability is certainly a desired outcome to sustain a business, it is not the guiding reason why entrepreneurs start businesses, or create new initiatives in companies. Some pursue what they love, others value their autonomy and ability to control their work experience, and many have a strong desire to bring something new to market. The profit motive is simply not sustainable in the long run because entrepreneurship is hard work and requires satisfaction and desire that is derived from deep within.

Understanding your desired impact (also referred to as direction or North Star) is a starting point for identifying an opportunity that will drive you to take action. Your desired impact connects to your curiosity, drive, and motivation. It is not an idea; it is a direction.

The question now is: *What is your desired impact in global healthcare? And can you turn this into a pithy impact statement?*

For our session, reflect on your desired impact and write a corresponding statement a statement.

To help you write a statement, reflect on the following questions:

* What am I curious about?
* What do I care about?
* What brings me joy and energy?
* What motivates and energizes me?
* Where do I want to make an impact on the world?
* Where do my passions lie?

Start your impact statement with “I want to…” or “How might I…” or “I have a desire to…”

Remember, an impact statement is not an idea; it is a direction. Here are a few examples of impact statements:

* “I want to help others re-imagine how we teach entrepreneurship around the world.”
* “I have a desire to help pet owners better understand the needs of their pets at different stages of life.”
* “I want to help women age more gracefully.”
* “How might I enhance the education experience of working professionals?”

WRITE your impact statement and bring it to the session.