



# TRY NOT, Inc.

**PURPOSE:** *Why are you building this business? Aside from making money, what is the greater purpose that drives you and will inspire your employees?*

To free the Universe from the oppressive and dictatorial rule of the Empire by embracing the ways of the Force and using them to fight the Dark Side.

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**BHAG:** *What is your Jim Collins-style "Big Hairy Audacious Goal"? What's the thing you hope to achieve that's just shy of impossible?*

To destroy the Emperor and establish a peaceful galactic society based on respecting the individual rights and sovereignty of humans, wookies, and guys who look like squid.

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**HABITS:** *What are the daily habits/actions in which everyone must engage in order to make progress towards your BHAG?*

We are constantly striving to increase our intimacy with the Force and to obtain the battle plans of Death Stars at any cost.

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**VALUES:** *What do you believe in; what are the principles by which you judge the appropriateness of all your actions?*

We believe that:

- The Force is all around us and binds us together
- There is no try
- Wars do not make one great
- Size matters not
- A little incestuous kissing never hurt anyone

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**PROMISE:** *What do you promise your customers, and how is that promise different from your competition?*

**We are the** rebellious faction **whose:** 1) alliance with the Force; 2) unrelenting persistence; and 3) skills with lightsabers **offer** oppressed galactic residents (our customer) the opportunity to live free from the rule of the Emperor.

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**PERSONA:** *What is your voice and attitude as a company, and to whom exactly are you communicating when you speak and act?*

Speak with backwards grammar we do. But say insightful things we can. Peaceful are we, except when provoked, and then deadly with the Force we become. When 900 years you reach, look as good you will not.