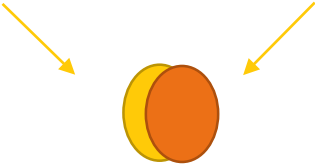


THE ONLYNESS CANVAS

Onlyness: The source of all ideas, based on the spot in the world only one stands.

Objective: This canvas is a tool to help one see what it is that "only" you have to offer and connect it to ways you can apply it to the world. This is the first phase of Onlyness; you then find the people with whom you belong and then gain the traction necessary to make a dent in the world.

| Who Am I ... | To Serve the World |
|---|--|
| <p><i>What matters to you based on your own history, experience, visions and hopes? What do you claim as what you value about yourself?</i></p> <p>1. 2. 3.</p> <p>Activity: Explain what matters to you and why that's true for you based on that spot in the world only you stand. Use your own specific language, not jargon. And don't worry if it makes sense to anyone else; it only needs to make sense for you, because it is what only you see. After all, all big ideas start by one person seeing what "only" they first see.</p> | <p><i>What problems are your ideas relevant to? What can be changed by your purposeful self.</i></p> <p>Activity: Imagine you're in a Disney Movie and you get the magic wand. The wand that turns pumpkins into carriages and mice into horses. What is it you would change if you could change anything (and nothing could stop you).</p> |



My Onlyness is _____

*Activity: Take in the content from the two columns now and squint at them a bit to see what it is you value in yourself that can add value to the world. Name what is it "only" you can offer the world, that no one else can based on that spot in the world only you stand.
Note: this is not a branding exercise so don't get caught up in the words but find words that help you understand what matters to you, for yourself.*