

Capital Compass

Entrepreneurial Profile Guide



Your Entrepreneur Profile

COMMUNITY CHANGE MAKER





You are a

COMMUNITY CHANGE MAKER

Your Entrepreneur Profile Snapshot

Start Here

This profile reflects how you're showing up as a business owner right now, based on your assessment responses.

It's not a score. It's not a label. And it's not permanent. Think of it as a snapshot, one moment in a longer journey. Your work is about more than profit. This profile is here to help make sure your mission can last.

Take a breath. Read slowly. Notice what feels familiar.

What This Profile Says About You

You are driven by purpose and impact. You care deeply about the people and communities your work serves. Your business is not just a way to earn income, it's a vehicle for change, dignity, access, or justice. Decisions are often guided by values, relationships, and responsibility to others. You may prioritize community needs over personal or business needs. You're willing to stretch, adapt, or sacrifice to keep your mission moving, even when resources are tight.

This commitment is powerful. It's also heavy. Over time, mission-driven work can blur boundaries. Finances may feel secondary to impact. Sustainability may feel uncomfortable if it seems to compete with values. This profile doesn't mean you're naïve or unrealistic.

It means your strength is mission, and your growth edge is building sustainability that protects that mission.

How This Often Shows Up Day to Day

These are common patterns many entrepreneurs notice at this stage.

- Making decisions based on values and relationships
- Saying yes to serve others, even when it stretches capacity
- Feeling tension between impact and income
- Putting community needs before business structure
- Carrying a strong sense of responsibility for outcomes

Your work matters, and you feel that deeply.



Why Knowing This Matters

Purpose without sustainability can lead to burnout. When a business exists to serve others, it still needs structure, clarity, and financial health to survive. Without those, the mission itself becomes fragile, even when the intention is strong. This is about aligning impact and sustainability, not choosing one over the other. Caring deeply doesn't mean carrying everything alone.

What to Focus on Right Now

Your goal is not to become less values-driven. It's to support your values with strong foundations.

- **Aligning Mission with Financial Reality**
 - Clear pricing, budgeting, and financial awareness help ensure your work can continue without constant strain.
- **Setting Boundaries that Protect the Mission**
 - Structure and limits are not barriers to impact. They are what allow impact to last.

What to Put on Pause (For Now)

Some patterns come from care, but can create harm over time. Right now, it's helpful to slow down or reconsider:

- Undervaluing your work to stay accessible
- Saying yes when it compromises sustainability
- Avoiding financial decisions because they feel uncomfortable
- Carrying responsibility that systems could hold

Sustainability is not selfish. It's stewardship.

What Often Changes When Mission Is Supported by Structure

When mission and structure work together, things change.

- Impact becomes more consistent.
- Decisions feel less heavy.
- The business can support the mission — and the people behind it.
- You gain confidence that your work can continue, not just survive.

Your purpose doesn't soften. It becomes durable.



Your Recommended Learning Path

CORE+ Educate → CORE+ Elevate

Why This Path Fits You

This path supports mission-driven entrepreneurs who want their impact to last. It helps you:

- Build financial systems that support values
- Align pricing and revenue with sustainability
- Make decisions that protect both people and mission
- Prepare for partnerships or capital without compromising purpose

You don't need to choose between impact and income. This path helps you design both, together. CORE+ Elevate offers additional support for long-term planning, leadership, and capital alignment when and if that becomes useful.

One Important Thing to Know

- This profile does not mean you should sacrifice more.
- It does not mean your mission needs to shrink.
- It does not mean sustainability equals selling out.

- It highlights an opportunity to build a business that can carry your mission forward, without burning you out. **And that's how real change lasts.**

Helpful Links

Your Profile: <https://www.growthpartnersaz.org/gpazghae/>

GPAZ Academy: <https://www.gpazacademy.org/>

Financial Literacy Office: <https://www.growthpartnersaz.org/flo/>

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Growth Partners Arizona

2828 N. Central Ave Suite 1011, Phoenix, AZ 85004

info@growthpartnersaz.org

www.growthpartnersaz.org

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