

Profit with Purpose Tracker

Keep your business aligned with your values.

A free resource from the Manager Moms Network

**Manager
MOM**



Welcome, Manager Mom

As a Manager Mom, you are managing much — your family, your faith, your finances, your dreams, and your impact. The Profit with Purpose Tracker was created to help you stay grounded in what truly matters while building a business that is profitable, sustainable, and aligned with your core values. This tracker is not about hustling harder. It's about moving intentionally, stewarding your resources well, and building with purpose. Use this tool weekly or monthly to reflect, refocus, and realign.

How to Use This Template

- Set aside quiet, intentional time (15–30 minutes)
- Pray or reflect before you begin
- Be honest — this is for you
- Revisit regularly to track growth and alignment

You may print this tracker or use it digitally.



Section 1: Purpose Alignment Check

This section helps you reconnect with your “why.”

1. My Business Purpose

Why does my business exist beyond making money?

My mission is:

The people I am called to serve:

The problem I am called to help solve:



Section 1: Purpose Alignment Check

2. Values Inventory

Circle or highlight your top 5 core values:

Faith • Family • Integrity • Freedom • Creativity • Legacy • Excellence • Service • Impact • Growth • Community • Stewardship

Other values:

3. Alignment Reflection

Answer honestly:

Does my current work reflect my values?

☐ Yes ☐ Somewhat ☐ No

Where do I feel most aligned?

Where do I feel tension or misalignment?



Section 2: Profit with Purpose Snapshot

This section brings awareness to how money and meaning work together.

4. Current Revenue Streams

List all current or planned revenue streams:

Revenue Stream	Purpose It Supports	Joy Level (1-5)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Reflection: - Which stream feels most aligned with my purpose?



Section 2: Profit with Purpose Snapshot

5. Stewardship Check

Reflect on how you are stewarding your time, money, and energy:

Time stewardship (What drains vs. fuels me?):

Financial stewardship (Am I intentional with profit?):

Energy stewardship (What needs boundaries?):



Section 3: Impact & Legacy Tracking

Profit creates provision. Purpose creates legacy.

6. Impact Tracker

This season, my business is making an impact by:

Helping others through:

Creating opportunities for:

Contributing to my family's future by:



Section 3: Impact & Legacy Tracking

7. Legacy Reflection

Answer thoughtfully:

What kind of example am I setting for my children or community?

What do I want my business to represent 10 years from now?



Section 4: Intentional Action Planning

Small aligned actions lead to meaningful growth.

8. This Season's Focus

My top 3 priorities for this season:

9. Purpose-Aligned Actions

List actions that move you toward both profit and purpose:

Action	Supports Purpose	Supports Profit	Deadline



Section 5: Reflection & Prayer (Optional)

Use this space for reflection, gratitude, or prayer:

What am I thankful for in my business right now?

What do I need guidance or clarity on?

Prayer or affirmation:

Closing Encouragement 

Remember, Manager Mom:

You don't have to choose between profit and purpose.

You were created to steward both.

Stay aligned. Stay faithful. Stay intentional.

- We are Managers of Much.

Manager
MOM
NETWORK