

Core Purpose: Your Company's Reason for Being



Attributes of a company's Core Purpose:

- Higher purpose (beyond profit and jobs)
- Does not change...but inspires change
- Engages team members emotionally
- Causes team to work around/through obstacles

Descriptive Statement

"What does your company do today?"

1. **WHY** is it important?

2. **WHY** does this matter?

3. **WHY** is it important?

(Note: What was the founder's original passion or purpose in starting the company?)

4. **WHY** does this matter?

5. **WHY** is it important?

Four Types of Core Purpose:

- Service to others
- Search for knowledge and truth
- Pursuit of beauty and excellence
- Desire to change the world

OUR CORE PURPOSE
