

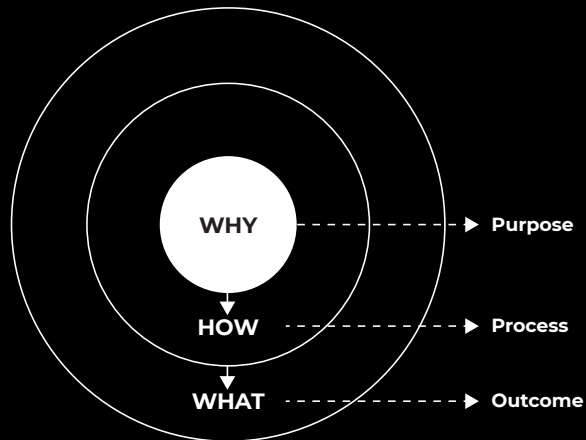
# Define your purpose

## Why does your organisation exist, beyond making money?

Purpose is an organisation's reason for being. When your purpose is clear and strong, every decision becomes intuitive.

Purpose is not time bound. It should be aspirational but worthwhile. It should define what you do for other people. The 'why' should be self-evident.

Have a go at drafting your purpose statement by filling out this template.



**“Purpose is like a guiding star on the horizon. Forever pursued but never reached.”**

DAVID PACKARD, HEWLETT PACKARD

**What core problem/s does your business solve?**

**Why is this important for the world?**

**Why is this important for your industry/category?**

**What is your draft purpose statement (why do you exist, beyond making money)?**