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DEVELOPMENT

# BUSINESS TOOLKIT

BUSINESS PURPOSE

## WHAT IS THE PURPOSE?

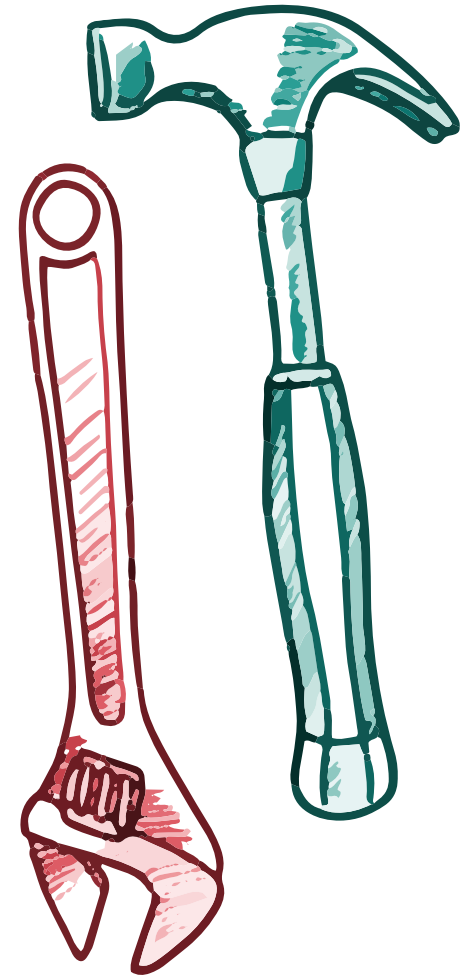
**Every business owner has a story to tell and that story always begins with the customer.**

Often, business is looked at as a way to make money or a way to become rich, but every business owner knows the amount of blood, sweat, and just plain hard work it takes to owning and running a business. There are very few business owners that go into business with the only thought being money. Usually there is a passion for the very purpose a business owner launches their company. The very definition of how businesses are created is through seeing a need within a market and offering goods and services in exchange for payment. It starts with finding that specific need and pinpointing the exact customer in which it solves the problem.

The Harvard Business Review published a study that found specifically 52% of purpose driven companies experience over 10% growth; whereas, 42% of non-purpose-driven companies without it showed negative growth. Business owners having the goal to make a big impact with their business must have a clearly defined purpose. In business, purpose gives definition to existence. It is the roadmap of where a business needs to head in serving their target.

## HOW TO DEFINE THE PURPOSE?

It might sound simple but the business purpose consists of articulating the problem you are solving, creating the solution, and targeting the overall outcome the customer receives after using the product/service. By having this written out, it will help align goals and objectives as well as identify the right decisions to make on behalf of the business.

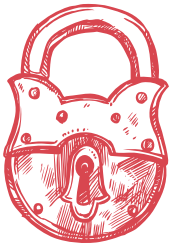


MUNCIE  
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**BUSINESS  
TOOLKIT**



# the business purpose



WHAT IS THE **PROBLEM?**

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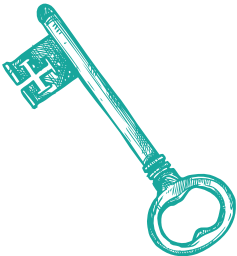
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IDENTIFY THE **SOLUTION.**

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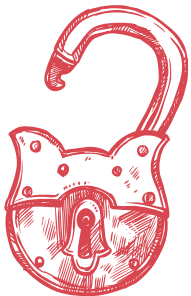
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WHAT IS THE **OUTCOME?**

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