



Clarify Your Company's Purpose

By Amy Kauffman

WHY DO YOU EXIST? What is the end goal of it all?

Please tell us. We want to know. We want to love your brand. We want to buy from you. Please show us who you really are.

Authentic and clear purpose attracts the right employees, long term customers and community organizations. It motivates employees to work hard toward a common goal, customers to engage with your brand, and community organizations to find appropriate partnerships.

Let's take a few minutes to do a personal brainstorm on your company's purpose with the goal to differentiate between your company's real purpose and its mission.

Before we properly go about that, we need to make sure the company's purpose/why is accurate and clear. Many times companies don't do a good job articulating their purpose. That sounds harsh, I know, but you've seen it a hundred times and so have I. You hear a company name and tagline and you're left thinking, what are they all about?? That sounded cute, but it lacked substance and clarity. You may be working for a company like this and think the tag line or elevator pitch is not a good representation of who you are and what you do.

Let's get clear on your company's purpose and mission.

Write out your company's purpose. Say it out loud.

Write your company's purpose here:

It's very possible you have a better way to articulate the purpose of the company. If you really understand the product or service offered and why it's needed in the world, often you will articulate this in a way that's more clear and relatable than what is currently in place.

What do you think your company's REAL purpose is? (Please feel free to take 5-10 minutes to journal on this on your own.)



Many mission and purpose statements answer the question of WHAT or HOW vs. WHY.

If you find your company's purpose speaks to more of the what or how of its existence than the why, no problem.

Read it out loud then ask "Why do we do this?" Go as deep as you can. For a small or young company the purpose/why of the company is typically tied directly to the founder. If a bigger company, they've often lost their way and lost their why. They've gotten really good at what and how, but drifted away from the why.

Write down every thought that comes to mind. Uncover the WHY of the company even if your leadership hasn't been able to do so effectively.

After you've done this, you will have differentiated your company's purpose and mission.

Remember,
PURPOSE = WHY
MISSION = WHAT/HOW

Now that you've articulated your company's purpose, on a scale of 1-10 does it energize you to say it?

Where on a scale of 1-10 does the way you do it (how/what) energize you?

Write what energizes you about your company:

It's really important to be EXTREMELY clear about what excites you and pulls your heartstrings about your company's purpose. If you're managing your company's charitable giving, you're one of the biggest ambassadors of the company! It's imperative that you know why your company exists and are able to articulate it with passion to community organizations with which you support.

Write an articulate and passionate version of your company's purpose that combines the real purpose of your company and your passion for being part of it here:

You'll want to lock this in and use it frequently in communication with others.

We love a brand with authentic purpose.



When the purpose of a company is clearly articulated it empowers every aspect of the company. In his book, "Start with Why", Simon Sinek casts this same vision about how having a why impacts how you think, act, communicate, and inspire others. He believes that "customers will never love a company until the employees love it first." And I agree! In order for your company to be successful outwardly, it must be successful inwardly.

Why does your company exist? You should be able to state this clearly in one sentence. Not what you do, or how you do it, but WHY.

Howard Schultz, the CEO of Starbucks says, "In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic."

I hope you're inspired to use your new found clarity on your company's purpose to craft better messages and conversations with the community organizations and nonprofits you support!

This clarity and articulation of purpose will launch us to the next steps of creating aligned and strategic partnerships in your community.

Check out Align Your Giving & Create Strategic Partnerships next!

Cheers!

Amy Kauffman



Amy Kauffman is the Founder of Givily.

[Givily](#) is great at is making your charitable work more simple...streamlined, trackable, and reportable!

If a better charitable giving management system piques your interest, or you're interested in having Amy consult with you on determining your best impact and measurement, email her at amy@givily.com.

