

Organisation Purpose

Identifying the purpose of the organisation is a starting point for building commitment between those who dreamt up the organisation and those who are engaged in delivering its products and services.

The purpose should be expressed as a 'Big Idea'.

What's the organisation all about? What is its 'Big Idea'?

Whilst many people who dream up ideas start from a perspective of 'how can I make some money', the making of money should be regarded as the assumed purpose of commercially focused organisations, and, therefore, shouldn't be part of the expression of purpose. After all, if the commercially focused organisation doesn't make money after about three years, it will collapse anyway.

The expressed purpose is 'how to make the money?'

Once the true purpose is identified, the expression of the purpose needs to be succinct, catchy and expressed in ways that provokes commitment from employees, associates and customers.

This is akin to a logo, or branding statement, and the process of trying to come up with something pithy and reflecting true purpose involves similar thinking to creating a brand.

Here are some examples – you should assess for yourself if these are adequate:

Success without stress – OrganisationHealth

'Plan A. Because there is no Plan B' – M&S

'Just do it' – Nike

'In business for life' – Genentec (Pharmaceutical company)

'We innovate healthcare' – Roche

'Connecting People' – Nokia

'At the heart of the image' – Nikon

'Ingredients for life' – Safeway

'Everyone's invited' – Samsung

'Every little helps' – Tesco