

purpose

By Charles S. Stuart

Purpose. Why do we exist? Some say to help others. Some say to glorify God. Some say to enjoy life. Some don't know what to say.

Purpose. Why do we work? What is the purpose of our business? Some say to make a profit. Some say to fill a need. Some say to create blissfully happy customers. Some don't know what to say.

What about the not-for-profit community service organizations? Do they exist to make a profit? They do exist to fill a need—but what does filling a need really mean to those they serve?

The **purpose** of a business is to make
choices possible in people's lives.

There is a singular purpose for all businesses. To make choices possible in the lives of the people they touch. Choices for their customers. Choices for their suppliers. Choices for their employees. Choices for the owners. Choices for their community.

Choices that impact the quality of life they enjoy. Choices of college education for their children. Choices of the style, size and location of their home. Choices of where, when, and even if, to take vacation.

Choices of the balance between work and family. Choices that provide security in their later years. Choices that improve their chances for career advancement. Choices.

In the business-to-business world, a provider's purpose is to give their customers, and especially the decision-maker, more, new and better choices in their lives.

What is your business' purpose?



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