Notes

Our Values:

Our Passions:

What is our higher calling?

CORE PURPOSE STATEMENT

The Core Purpose Statement should be written from an **emotional perspective** and speak to a high-level reason for the organization's existence. This statement is not about numbers and processes, or a description of what the organization does. It should not be about aspirations of what the organization would like to be, but should be values that are actively held. It should express a deeply held personal passion/motivation for **why the organization matters**.

Organizations are built by people with a vision. The core purpose goes beyond the functional and operational aspects of the organization and instead speaks to the organizations higher calling not the bottom line.

Craft Your Purpose Statement

Examples
Core Purpose Statement

ING: Empowering people to stay a step ahead in life and in business.

Kellogg: Nourishing families so they can flourish and thrive.

IAG: To help people manage risk and recover from the hardship of unexpected loss. (Insurance Company)

L.L.Bean: Sell good merchandise at a reasonable profit, treat your customers like human beings, and they will always come back for more.

Apple: To make a contribution to the world by making tools for the mind that advance humankind.

Target: Design for all.
It's our belief that great design is fun, energetic, surprising and smart—and it should be accessible and affordable for everyone. When we talk about our dedication to good design, we don't just mean how something looks, but also how it satisfies a need, how it simplifies your life, and how it makes you feel.