## IS YOUR COMPANY PURPOSE-DRIVEN?

## **Purpose-Driven Business Self Assessment**

IN YOUR DREAMS	ON A GOOD DAY		AILED IT!
OUR COMPANY SERVES A CLEAR VIS	SIONARY PURPOSE WITH PRESENT-DAY	RELEVANCE >>>>>>	
OUR EMPLOYEES KEENLY UNDERSTA	AND HOW THEIR WORK SERVES THAT PO	JRPOSE >>>>>>	
OUR PURPOSE INSPIRES AND MOTIV	/ATES OUR EMPLOYEES >>>>>>>>>>	·>>>>> —	
OUR LEADERS UNDERSTAND THE BE	NEFITS OF BEING PURPOSE DRIVEN AS	A COMPANY >>>>>	
OUR CUSTOMERS SEE THEIR PATROI	NAGE AS A MEANS TO PARTICIPATE IN AN	D SUPPORT OUR PURPOSE >>> —	
OUR BUSINESS OBJECTIVES, GOALS	AND MEASURES ARE TIED TO OUR PURI	POSE >>>>>> —	
OUR STRATEGIC DECISIONS ARE GU	IDED BY OUR PURPOSE >>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>>	·>>>> —	
OUR INNOVATION EFFORTS ARE GUI	DED BY OUR PURPOSE >>>>>>>>>>	·›››› —	
OUR PURPOSE DIFFERENTIATES US I	FROM OTHERS IN THE MARKET >>>>>>	·››› —	<u> </u>
WE ARE ACHIEVING OUR PURPOSE >	·>>>>>>>>>>>>>>>	·›››› —	
		TOTAL SCORE	

A total score of less than 700 indicates that there are significant opportunities to elevate your company's overall performance by operationalizing purpose.

## CENTRAL FOCUS – PROFIT VS. PURPOSE

## **Purpose-Driven Business Self Assessment**

	Sales Narrative	Marketing Messaging	Leadership	Customer Service	Operations	Product Management
Profit Focused	I need to meet my quota. I'm here to close the deal.	I need to get the attention of potential customers.	We need to improve the bottom line.	I help customers solve problems	I enable our business to function.	I stock products with the highest margin.
	Salas	Marketing	Logalovekin	Customor	Onevetiens	Droduct
	Sales Narrative	Marketing Messaging	Leadership	Customer Service	Operations	Product
				Service		Management



Schedule a call with Colt Briner to learn more

707.292.7325 coltbriner@gmail.com

