IP BEST PRACTICES

Purpose Statement

A best practice shared by Catriona McLaughlin.

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Purpose Statement

Helping to assess or define your company's purpose statement, ensuring alignment with vision, mission, and core values.

Key steps

Start with WHY by assessing your purpose statement. It defines why your company or brand exists.

Is it an integral part of your identity by being in line with the current vision, mission, core values, and the positioning of your company?

If you do not have a (good) purpose statement, start defining one by filling out this sentence and make sure you involve all relevant stakeholders in this process: "We exist to ... (desired impact) by ... (how we do it uniquely) with the following impact ... (on individuals, groups and society)"

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