# Your Purpose

Before starting on your plan, you need to define your purpose.

Journeys normally begin with a destination in mind, but the route you take and your mode of transport may vary. You must be flexible depending on conditions such as the weather, road works or traffic. Your business development journey is no different.

There is a difference between your purpose and your mission and strategy. Your purpose is your reason for being; your mission is what you do; your strategy is how you plan to achieve your goals which will be guided by your values.

Purpose is aspirational and this can change over time. It is normally grounded in humanity and inspires a call to action. It is big picture, long-term, and allows a business to create value beyond financial metrics. Companies who have a financial purpose are not as successful as those who have a higher purpose. A strong sense of collective purpose drives employee satisfaction and retention, improves customer experience and loyalty, and can influence the ability to transform, particularly in difficult times.

If you have yet to define your purpose, consider the following:

- What do you love doing?
- What are you great at?
- What does your community and health system need?
- Will you get paid for doing it?




We recommend that you spend time thinking carefully about this, working with your team so they can be inspired and take ownership of a common purpose. Make sure that every person in your business is truly committed to it and align it with behaviours, metrics and rewards.




The leadership guru Simon Sinek says that inspiring leaders always start with WHY (your purpose) (www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action).

*'People don't buy what you do, they buy why you do it'* is his mantra

# Mission and Vision

You may have seen various company mission and vision statements. Your mission is who you are and what you value. Your vision is what you want to become. These should collectively link to your purpose, your reason for being. For example:

- **Your purpose:** to improve the health and wellbeing of our community.
- **Your mission:** to keep our community healthy, prevent disease and support those who take medicines to be as well as they can be, by making every contact count.
- **Your vision:** to be recognised and valued as a community health and wellbeing hub, a place where people come first to keep well.




## Activity

Remember to build on your strengths whilst considering key opportunities in your area. Your purpose must be something that you feel passionate about, are inspired by, is needed, and people will value and pay for it.

Your purpose statement:

Your mission statement:

Your vision statement: