

## Defining purpose

Defining purpose is a straightforward proposition. In its simplest form, purpose is the organization's reason for being. It is a combination of vision, mission and values.

To define the purpose, you want to ask three questions

- *What is our vision, i.e., what do we want to become?*
  
  
  
  
  
  
  
  
  
  
- *What is our mission, i.e., what do we do now?*
  
  
  
  
  
  
  
  
  
  
- *What are our values, i.e., what are the behaviors we expect of ourselves?*

Answers to these questions will provoke thinking and discussion. Defining purpose, if one does not already exist, is an exercise in leadership. It is a means by which an organization comes to grips with how it sees itself.

True purpose does not exist in a vacuum. It must be put to good use. Leaders communicate it as a means to fulfilling the vision, mission and values. It also points people in the right direction so they can achieve results for the organization, for the team, and for themselves.