

Perspectives on purpose definition

Perspectives on purpose	Selected examples of working definitions
General	Why you do something or why something exists. (Cambridge Dictionary)
Psychology	<p>Purpose is a higher-level psychological construct that offers insight into how and why certain people are healthy and successful in the long-term. (Kashdan & McKnight, 2009)</p> <p>Purpose is the human desire to do things in service of something larger than ourselves. (Pink, 2009)</p> <p>Purpose is a fundamental component of a fulfilling life. (Taylor, 2013)</p>
Business	<p>The purpose of business is to create and keep a customer. (Drucker, 1954)</p> <p>Purpose answers the critical questions of who a business is and why it exists beyond making a profit, through a set of carefully articulated core beliefs. But, to be more than just words, purpose must guide behavior, influence strategy, transcend leaders – and endure. (Punit Renjen, Deloitte Global CEO, 2020)</p> <p>Corporate purpose should produce profitable solutions to the problems of people and planet. (World Economic Forum, 2020)</p>
Brand	<p>Your purpose is the “why?” of an organization, the reason it exists—beyond making a profit. (Interbrand)</p> <p>Purpose is what drives us as individuals and as organizations. A brand purpose statement is an articulation of why that brand exists in the world, their role, and ultimately, their reason for being. (Siegel + Gale)</p> <p>Purpose becomes apparent when brands are putting something out in the world that advances humanity. (Labbrand).</p>
Employee	Purpose is a mission critical resource for conducting open business. An organization’s purpose must be utilized for bringing people together to work toward a common goal. (Cushman & Burke, 2014)
Consumer	n/a