

# CRAFTING YOUR CORPORATE PURPOSE STATEMENT

## Getting it right

A company's purpose should **guide** the organisation in uncertain times, and **leaders** must exemplify and reinforce it across the **workforce**.

— SINGAPORE —

COMPANY  
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## Why a Good Purpose Statement Matters

- Anchors **decision-making** in core beliefs.
- Connects work to meaningful **impact**, motivating **employees**.
- Enhances **reputation** by aligning with stakeholder **values**.
- Attracts and retains **talent** interested in **purposeful** work.
- Fosters **unity** by aligning the organisation with **shared values**.

## Crafting an effective purpose statement [SABRE Framework]

