

UNDERSTANDING CORPORATE PURPOSE

Corporate Purpose refers to why a company exists — its reason for being. It can be perceived as the **North Star** which guides the **ethos**, **strategy** and all **functions** of the company.

● Corporate Purpose

Guiding principle that informs all decision-making

● Values

Fundamental beliefs that guide behaviour

● Vision

Long-term aim of the organisation

● Mission

Objectives and goals of the organisation

● Strategy

Decision-making and resource allocation

● Impact Areas

Areas where purpose can be implemented

