

WHAT IS CORPORATE PURPOSE?

Corporate Purpose refers to why a company exists — its reason for being.



Purpose is the foundation for mission and vision.



Purpose: why we exist as a business

Mission: what we do

Vision: where we're going



Corporate purpose is long-term; specific goals may change, but it can be refined over time.

Companies once prioritised **profits**, resulting in inequality, financial crashes, and environmental harm.

Rising demand for **corporate responsibility** urges businesses to address societal and environmental issues profitably.

A purpose statement should define a company's "**why**" and guide all business aspects. It must be **simple**, **enduring**, and **clear** to every employee.

[Click here to find out more about Corporate Purpose](#)