

## Describe your Business Intentions

Crucial elements to consider when you start your business are your thoughts and feelings as the leader. You must state these clearly, in writing, with clarity and commitment. Your future actions will be based on these so do not overlook them.

You must spend time on this and collect and commit your thoughts around your vision, mission, purpose, and values. There is no right way or wrong way of doing this, but recognise that it is not a tick box exercise; it must be real. You need to live and breathe this every day, put it out there and share it with ALL of your stakeholders.

### The Purpose:

Your reason for existing and why you and your team do what you do. Why do the company and the management team choose to exist together? This goes beyond just the financial gain and focuses on more emotive terms.

A good way to test whether your purpose is meaningful, is to "gut check" whether it holds true for individuals as well as the company as a whole.

It usually starts with "We believe..." or "We are passionate about....." Think about things like sharing a dream, building a culture of XYZ, creating aspirations, instilling ownership, Fueling passion about ABC, and so on.

### The Vision:

This is the big picture, sometimes referred to as the "Moon Shot" " or your promised land". It is the aspiration for the difference you'll create in your customers' lives or the larger world when you ultimately realise your purpose.