

PURPOSE

# PURPOSE INTRODUCTION



VIDEO  
TRANSCRIPT  
ONE



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

# Video Transcript One

## Purpose Introduction

### **Purpose: Why do it? What's it all about?**

The first fundamental principle I want to talk to you about is your purpose, your “Why.”

Well, it is absolutely certain you already have a simple “Why.” And the “Why” might well be to make a decent living; the “Why” might well be to provide a good service to your customers; the “Why” might be to buy that yacht on the Mediterranean or the villa in the sun.

These are simple “Why’s,” which are fairly common to a great deal of successful people. But the most successful people have something a great deal deeper than that, where they will have something which is a loftier cause than just material things. And deep down inside yourself for certain, there’ll be a purpose for you in your life. And as a consequence you’ll use the business as a tool, as a stepping stone to get to your real “Why.”

But it is very helpful if you can dig deep right now. Take some time out when you’ve watched this video and take some notes as to what it is that you are doing, what is it you hope to achieve in your life, how would you like to be remembered, what is it you want to achieve.

And it is quite possible that your thoughts and your “Why” and your purpose might be very personal to you. And it might well be that you don’t want to share it with too many people right now for fear of being criticised and people, the cynics attacking you.

Well, I would say it is terribly important that you find your “Why.” To help you understand your “Why” and for you to have it clear in your mind, it’s certainly going to help you in times of challenge, in times when your business is in difficulty.

### **It’s your “Why.”**

**It’s purpose, is what it’s all about that will help you get over those challenges and those difficult moments in your business when you will shake your head and think, “What’s it all about?”**

And as long as that quickly comes to you, then that will help drive you on.

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**Martin Luther King** – he had a “Why,” he had a purpose. He stood in front of 200,000 people and said, “I have a dream.” He didn’t say, “I have a strategic plan.” He had a dream. And indeed it was that dream that inspired and motivated him to greatness.

Most of us would be well aware of the successes that **Steve Jobs** has achieved. And he would definitely have credited a great deal of his success to his “Why,” to his purpose. And his “Why” and his purpose was very clear for all and sundry to see: It was to challenge the status quo. It wasn’t just to build iPhones. It was to challenge the status quo. That was what he considered to be his purpose, his “Why” that drove him on to greatness.

**Mother Teresa** had a “why.” Mother Teresa took a vow of poverty, never to touch cash, and yet would be single-handedly credited with building over two hundred hospitals and homes for poor people across the world, not just in India, because she clearly had a “Why,” she clearly had a purpose in her mind as to what it is she was meant to achieve.

**Alfred Nobel** – he had a “why,” he had a purpose, which didn’t come to him until very late in the day. But nonetheless, it was there burning inside him all that time. It was when his brother died and the papers wrongly claimed that Alfred himself had died. When he read the epitaph that they had for him, he didn’t like it because it said that his greatest achievement in life was inventing explosives. It offended him so much that he donated all of his wealth to go to a worthy cause of peace in the world. He had his “Why.”

#### What is your “Why?”

Having a purpose in life is a generally acceptable objective for us as private individuals. But the reason I talk about it in a business context is that it is so important and becomes very relevant for the success of your business. And there’s five reasons that I’d like to talk about how it’s going to help you when you have clearly defined your purpose.

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The first one, which I have just touched on, which in the main is for yourself. Because you as the business owner, it's going to help you drive your business, it's going to help you stay focused, it's going to help you cope with difficult times, it's going to help you exceed your expectations and a great deal more because of your purpose, your "Why."

**If it is the real thing, it's going to make a massive difference to how you deal with your business. That's the first one, for you personally.**

The second point I would say that's really important in having a purpose, is that it's good for your employees, your staff, who may not have their own purpose clearly defined in life, that you can't do much about.

But what will be incredibly helpful to them is if they are associated with and work for a company where there is a clearly defined purpose and a "Why" for what this business is all about. And it is not just making widgets, it's not just providing a service, it's not just producing a product, it's not just making a profit.

**It is a loftier cause than that that they are proud to be a part of, that will put a spring in their step as they head for work in the morning.**

And it is really important that if you're happy to share your purpose with your staff, as it gives them a cause. People will work harder for a cause than they will for pounds or dollars. So if you can have that cause that's helpful to your employees, it will really help your business grow.

**The third one, which I would say is also very important, is that you must have one for your customers.**

It is so easy in these days that you have people out there who are quite cynical to say, "All that company wants to do is make a profit from the sale of a product or service."

But if you have a cause that's absolutely genuine and that there's plenty of evidence to support it, that you stand for something greater, you'll find you'll win customers, you'll find that you'll retain customers. And it'll become part of your image and your brand as to what this business stands for.

Now you're talking about really moving to a higher level, to another level completely, if you have a cause that your customers and your prospective customers can buy into.

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The next one is for your shareholders and for your suppliers and for the people you do business with.

It's important that they also understand where you're going, because though you're asking those people to invest in your business, and it becomes terribly important that they also have faith not just in the product or the service but where you're going. Because just to have faith in the product or service alone is not good enough, because there'll be times when there's a problem with your product or service.

There's always downtimes or always challenges, there's always times when things go wrong. But when they can see there's a bigger cause, a bigger purpose behind it, they will live through it as you cope with your challenges.

**So it becomes very important for your suppliers, for your bankers, and the people you do business with that they understand what your purpose is.**

And finally, I'd like you to take some time out for drawing up a purpose for you personally, that you just keep to yourself, that it's just your own unique purpose – and you reserve the right to change that as you grow and develop.

And as of when you achieve great things, your purpose and your "Why" might also change slightly. And maybe it might take some time for you to find out what your real "Why" is, but take the time to find out and know what should be, because that will help you in your business.

**Mark Twain said that the two most important days of your life are the day you were born and the day you discovered Why. Do find out what is your "Why."**

**DON'T FORGET TO WATCH THE "PURPOSE INTRODUCTION" VIDEO.**