

# Company

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FOR TEAMS, MANAGERS OR LEADERS

Companies generate value by creating products from organising the utilization of resources

## Definition of Company Purpose

The purpose of a company is to continuously create valuable products that have customer benefit by organising the utilization of resources.

The company creates products<sup>1</sup> from resources by help of their operations and functions. It distributes the products through the channels to its customers and, thus, builds up assets over time.

<sup>1</sup> products include services

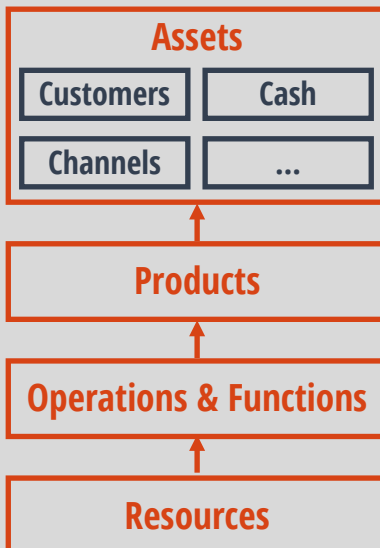
## Elements of Company Purpose

**Customer benefit:** products should have a clear customer benefit.

**Valuable:** for receiving the product the customer must return something of value to the company (e.g. money, data, etc).

**Continuously:** a company is in principle set up to work forever.

**Resources:** Resources are everything the company uses to build its products. Companies need to organise that resources are best utilized towards this objective.



Assets: customers, cash, channels, brand, rights, physical & intangible assets, financial assets, patents, reputation, ...

Assets become Resources

Resources (incl. assets): labour, ingenuity, IT, PPEs, information, knowledge, systems, supplies, energy, capital, liquidity, ...

## Value & Success of a Company

The value of a company is generated by its ability to create and sell its products and from the value of all assets that result from such efforts.

The success of a company shows itself in its ability to generate value, cash flow, profits, revenue, growth or other targeted KPIs.