

Company

concept cards[©]

FOR TEAMS, MANAGERS OR LEADERS

Companies achieve value by creating products from organizing the utilization of resources

Purpose of a Company

The purpose of a company is to continuously create valuable products¹ of customer benefit from organizing the utilization of resources.

The company creates products¹ from resources by help of their operations and functions. It distributes the products through the channels to its customers and builds up immaterial assets over time.

¹including services

Characteristics of a Company

Customer benefit products: 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).

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

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

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 the net (im-)material assets that result from such efforts.

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

