

Company

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FOR TEAMS, MANAGERS OR LEADERS

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

Definition of Company Purpose

The purpose of a company is to continuously create valuable products that have 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.

¹products include services

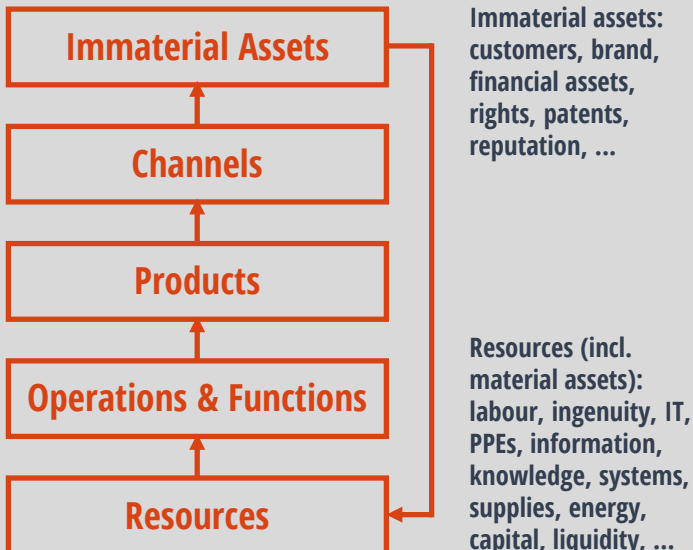
Elements of Company Purpose

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 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, cash flow, profits, revenue, growth or other targeted KPIs.