

Develop Your Purpose, Premise and Promise



Before you can effectively capture the mindshare, you need a full and complete understanding of the core purpose of your business, or your “value proposition.”

How do you make your company’s value proposition come to life? By learning how to develop your purpose, premise, and promise. Use the worksheet below to walk through this process step by step.

Statement of Purpose

Every business, no matter how complex and layered, has a core purpose. But it’s not always easy to identify that purpose. The key to doing so is to ask yourself the following three questions:

- **Why** did you start your business?
- **What** does your business actually aim to do?
- **Which** business goals have you accomplished so far?

Don’t just gloss over these questions—take the time to really reflect on your answers, and write them down in detail. Analyze your answers for clues to your company’s purpose.

Did you start your business to provide a service in a way that no one else has succeeded in doing before? That vision should be part of your purpose. Does your business aim to use technology to provide speed and selection to your customers? Be sure to state these aims in your statement of purpose. Even your current accomplishments hold insights about the core purpose

of your business. What you’re focusing on getting done today reveals what you value in the future.

Premise of Problem-Solving

Once you’ve started to understand what’s behind your core purpose, you can take it a step further and delve into your company’s premise. To do so, simply ask yourself:

- What **pain or problem** do you solve in the marketplace?

Understanding the premise of your business requires that you first understand your customers and their needs. If you’re a personal trainer, you’re helping your customers solve the challenge of how to get fit on a limited time schedule. If you’re a drug manufacturer, you’re helping to improve quality of life, or save lives, of patients who have certain health conditions. Whatever problem you help solve leads you directly to your company’s premise.

Promise of Change

Purpose and premise are crucial to your value proposition, but the promise of change that you offer to your end user may be the most important factor of all to your three-pronged hypothesis. To determine what that promise might be, ask yourself these questions:

- What is the **outcome** that your customers can expect from their relationship with you, your services, or your products?
- What **specific results** can you promise them because of your expertise and skills?

Be sure to think about internal customers (like staff and management) as well as external customers when you consider outcome and results in this way. For example, the promise of change for a nutritionist might be to help customers reach and maintain a healthy weight, feel more energetic, and improve their quality of life.

Proving purpose, premise, and promise to your potential customers is critical to building and reinforcing your company’s credibility. So take the time you need to work through these three “Ps” and fully develop your value proposition.