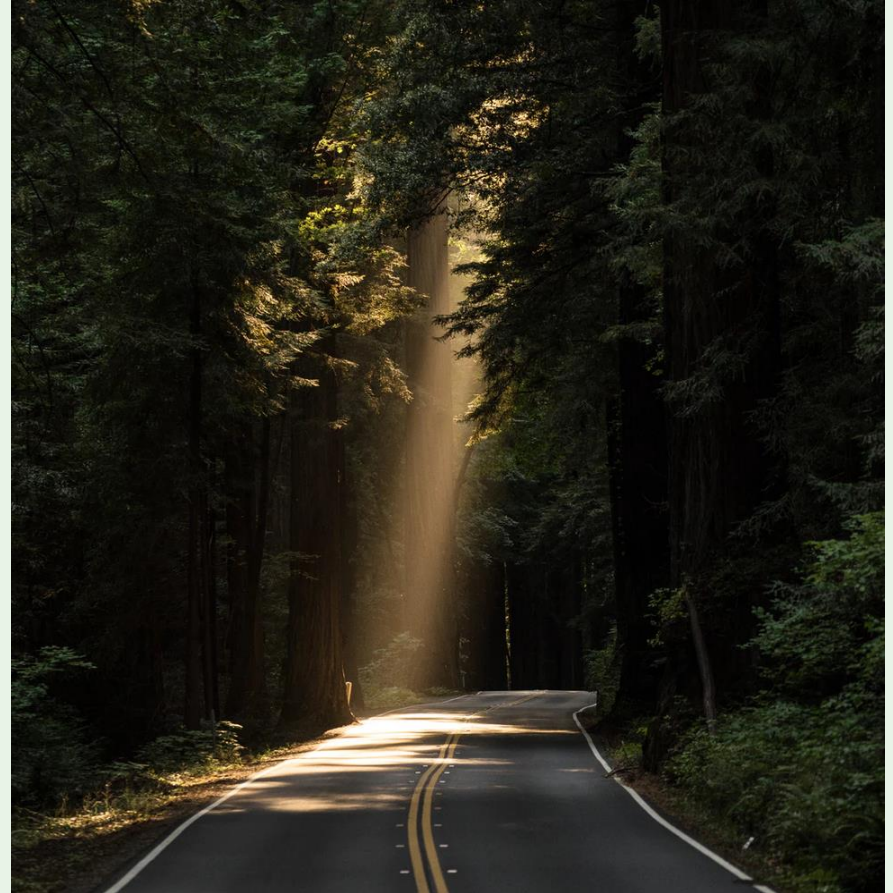


# Purpose

The fgi approach  
to secure performance  
from the heart of an organization

Hamburg, 2019





# The fgi definition of purpose

## Personal purpose and organizational purpose

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### Personal Purpose

**Purpose describes the underlying belief, greater goal and deeper sense for every personal decision and action.**

By being able to make a meaningful contribution to the outside world, people feel fulfilled. Besides, by focusing on what really matters, purpose serves as a guideline for prioritization and decision making.

### Organizational Purpose

**A companies purpose is its heartbeat. It defines its value-based impact and contribution to the world.**

By clarifying the meaning and greater goal of a companies business doings, purpose provides orientation, unification and energy. Thus, purpose animates and secures sustainable performance and engagement.

## Organizational mission, vision and purpose

## Organizational Mission



**A companies mission is its very unique business objective: what it does and how it sets priorities.**

It comprises the range of products or services as well as the approach to reach the companies vision.

## Organizational Vision



**A companies vision is the image of where it sees itself in the future.**

It comprises an image of the future the company wants to create as well as business goals.

## Organizational Purpose



**A companies purpose is its heartbeat. It defines its value-based impact and contribution to the world.**

It comprises the meaning and greater goal of a companies business doings.



**Bring inspiration and innovation to every athlete\* in the world**

**\*If you have a body, you are an athlete**

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

**First Move the World**

First Move the World means we strive to create progress – to take bold steps and make a positive impact. That's why we're so enthusiastic about the opportunities offered by connectivity. That's why we want to be pioneers in the field of autonomous driving. That's why we are passionately promoting new mobility services. And that's why we are forging ahead with electric mobility.

## European companies

**SAP:****Helping the world run better**

At SAP, our purpose is to help the world run better and improve people's lives. Our promise is to innovate to help our customers run at their best. We engineer solutions to fuel innovation, foster equality, and spread opportunity across borders and cultures. Together with our customers and partners, we can transform industries, grow economies, lift up societies, and sustain our environment.

**Mercedes-Benz:****First Move the World**

First Move the World means we strive to create progress – to take bold steps and make a positive impact. That's why we're so enthusiastic about the opportunities offered by connectivity. That's why we want to be pioneers in the field of autonomous driving. That's why we are passionately promoting new mobility services. And that's why we are forging ahead with electric mobility.

**Roche:****Doing now what patients need next**

We believe it's urgent to deliver medical solutions right now – even as we develop innovations for the future. And we believe that good business means a better world. That is why we come to work each day. We commit ourselves to scientific rigour, unassailable ethics, and access to medical innovations for all. We do this today to build a better tomorrow. We are proud of who we are, what we do, and how we do it. [...]

**BASF:****We create chemistry for a sustainable future**

We want to contribute to a world that provides a viable future with enhanced quality of life for everyone. We do so by creating chemistry for our customers and society and by making the best use of available resources. We live our corporate purpose by: sourcing and producing responsibly, acting as a fair and reliable partner, connecting creative minds to find the best solutions for market needs.



# Examples for inspirational purpose statements

## American companies

### **Kelloggs:**

#### **Nourishing families so they can flourish and thrive**

Every day, Kellogg employees work together to fulfill our vision of enriching and delighting the world through foods and brands that matter. The reason they matter is that we don't just make delicious, high-quality foods. We're also focused on making a difference. That's why we are dedicated to nourishing with our foods, feeding people in need and nurturing our planet, all while living our founder's values.

### **Nike: Bring inspiration and innovation to every athlete\* in the world**

#### **\*If you have a body, you are an athlete**

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

### **Coca Cola: Bring togetherness, spread happiness and inspire a better future**

In every country in which we operate, we have an impact on the lives of consumers, our employees and communities. Our purpose motivates our people to make a meaningful contribution – not just to our business but to society as a whole. It expresses our love for our brands, the passion we have for our business, our care for one another and our optimism which keeps our aspirations and expectations high.

### **Starbucks: To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.**

With our partners, our coffee and our customers at our core, we live these values: Creating a culture of warmth and belonging, where everyone is welcome. Acting with courage, challenging the status quo and finding new ways to grow our company and each other. Being present, connecting with transparency, dignity and respect. Delivering our very best in all we do, holding ourselves accountable for results.

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