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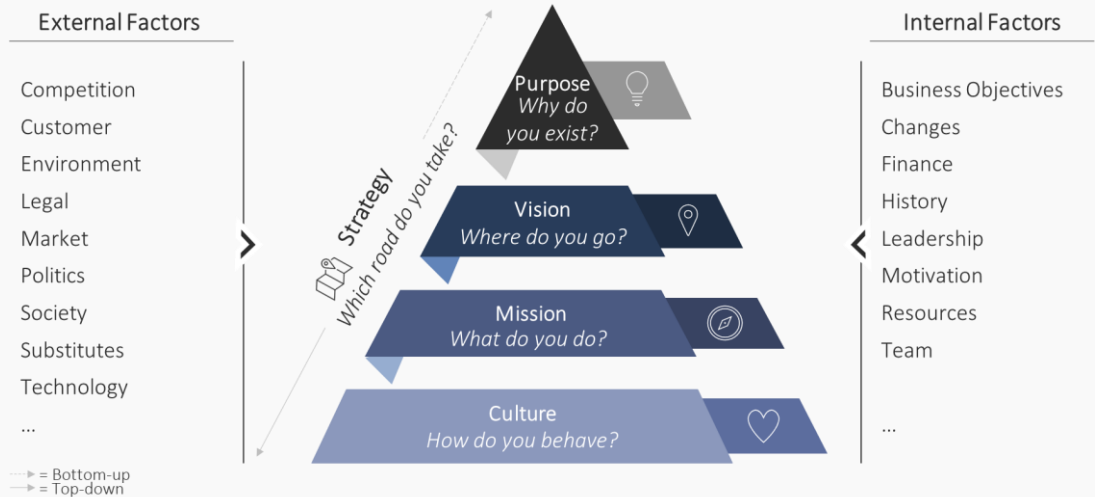
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What is “Purpose”?



Our K&A Target Model ^{K&A}

... combines purpose, vision, mission, culture and strategy into a holistic concept and considers external as well as internal factors.



PURPOSE

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□ The Purpose answers the question "Why do you exist?".

② It is the organization's purpose that drives internal and external stakeholders' motivation and endorsement.



PURPOSE

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3 If the purpose is missing, unclearly defined or introduced without team participation, the vision and mission cannot be communicated in a precise way.



Impact that matters.

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