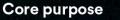
The four ingredients of a purposeful company







Shared beliefs



Responsible business



Social impact



Core purpose

Clarifying and defining your 'why'; your company's reason for being



Shared beliefs

Clarifying and capturing what you stand for, and what you stand against



Responsible business

Stating your commitment to doing business the 'right way'



Social impact

Deciding what causes, campaigns and issues you will get behind

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