# PURPOSE

Here is the purpose of a great company.

*“Our first purpose at Good Samaritans of America, Inc (GSA) is to save each family from foreclosure. Everything else we do is pale before our gigantic and noble task of actually saving helpless families. The better we become at negotiation, the more families we will save. As that gets done, our income is automatic and assured, so our income, though necessary, becomes secondary.”*

You have a purpose in your business. Articulate it every chance you get. Where I attend church, we put our mission statement on the big screens and read it aloud, in unison, every Sunday, almost as a ritual. That is a unifying, and very good thing to do.

Write down your purpose. If you write something down, research shows (2) that you are about three times as likely to complete that purpose, than if you merely spoke the words.

1. Cialdini, “Influence.”