

## When Your Purpose is Making Money ...

Saying that the purpose of your organization is to make money is similar to saying the purpose of life is to eat and drink! Don't get me wrong about eating and drinking; they are very important activities but are they the *raison d'être* or essence of life? I trust there's more to life than that. So, I trust there's more to business than just making money!

Remember that *purpose* is your main benchmark for success. If your purpose is to make money and you are making money, then you must be successful. I can see this on a website or brochure; "*Our purpose is to make money - our mission is to transfer money from your wallet to our bank account*". This shines a different light on Bernard Madoff<sup>i</sup>. Then, perhaps we should redefine success in terms of critical success factors or results and the conditions under which we want to achieve those results so we can have peace of mind and stay out of prison.

In order to gain a better perspective on success I'd like to paint a continuum showing two extremes with every possible choice in between. We have making money by hook or by crook on one extreme and being of supreme service regardless of any profit margin on the other. It seems like we can rule out both extremes as undesirable. Then, toward the middle we have delivering value and making money. Would we make more money if we deliver more value? Value means giving buyers the biggest bang for their buck. So, then what do buyers value most? Have you ever thought about that when deciding on saving money, for example by outsourcing customer service to a call-center in a low-wage country? Now we are at the core of strategic planning!

Simply because we measure success and failure in terms of monetary equivalents does not imply that making money should be your purpose.

---

<sup>i</sup>[http://en.wikipedia.org/wiki/Bernard\\_Madoff](http://en.wikipedia.org/wiki/Bernard_Madoff)