



# Strategy and Innovation Consulting

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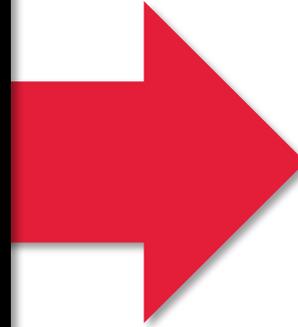
*Purpose & Mission*

# Belief & Purpose

## **BELIEF**

The Tension

*We Believe...*



## **PURPOSE**

The Calling

*We Exist To...*

**WHAT DO YOU  
BELIEVE?**

**Why did you start this  
company?**

**What problem or truth in the  
world motivates you to action?**

**What bigger issue in the world  
do you hope to impact  
*eventually?***

# About Belief Statements



**Not about a product**



**Rarely about a specific category**



**Always about human truths that are timeless and timely**

\*In rare cases, the category is the basis of the problem.

# Creating Your Belief Statement

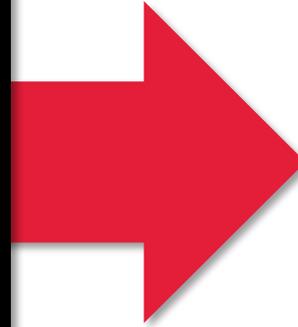
1. List the things you believe. Shoot for 3-4 general ideas. Either start with lots of words or shorter phrases to represent an belief territory.
2. Often beliefs nest into each other - find those relationships.
3. Identify and remove beliefs that are part of your values, and don't really drive the reason for being.
4. Identify one overarching belief to focus on (for now).

# Belief & Purpose

## BELIEF

The Tension

*We Believe...*



## PURPOSE

The Calling

*We Exist To...*

**WHAT IS OUR  
PURPOSE?**

**Why do we exist?**

**What are we trying to  
accomplish - in the end?**

**100 years from now, what  
impact do we wish to leave  
behind?**

# About Purpose Statements

-  **Still not necessarily about a product or category**
-  **Directly addresses the belief**
-  **Articulates “the calling” that sets the stage for your solution(s)**

# Creating Your Purpose Statement

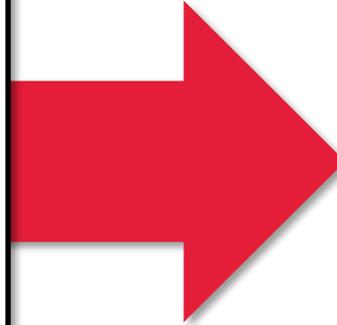
1. Reflect on your Belief statement.
2. Consider how your brand can ultimately create a change in this Belief statement.
3. Revisit the Belief statement if you find a Purpose that feels right but is a bit off from the Belief.
4. Continue to iterate both until you land the right direction.

# Mission

## PURPOSE

The Calling

*We Exist To...*



## MISSION

The "How"

*The actions you will take  
to live up to your purpose*

# About Mission Statements

- ✓ **Introduces a broad-stroke solution for addressing the Purpose**
- ✓ **Provides room for more than one product solution**
- ✗ **But still not specifically talking about products**

# Creating Your Mission Statement

1. Reflect on your Purpose statement.
2. Consider your current product solutions and your brand positioning – how are they connected to your Purpose? What are you actually doing with these products to deliver on your Purpose?
3. Revisit the Belief and Purpose statements to connect all the dots.
4. Continue to iterate until you land the right direction.

**Belief and Purpose RARELY evolve.**

**Mission evolves as you make progress  
towards your Purpose and find new  
Missions to continue to address your  
Purpose.**