



What is the Purpose of Business?

Create value.

Your power-of-creation is hidden in plain sight™

Joe Kittel | joe@spibr.org | Relationship Engineer | www.Value-Creation.NET

These slides – www.spibr.org/purpose.pdf

Shown in this video – <https://youtu.be/dbCkHYeNnVI>

The Purpose of Business is to Create Value

And, value \neq money

The purpose of a business is *not* to make money

- Saying that the *purpose* of business is to make money is like to saying your purpose is to make blood.
- Blood is a requirement for you to stay alive. Making money is a *requirement* for a business to stay alive.

The *purpose* of a business *is* to create value

- And, *all* value-creation and *all* value-exchange is done in a relationship.
- Nothing in the world happens outside of a relationship.
- Relationship is how a business: (a) stays alive, and (b) fulfills its purpose.

Relationship is business' *most* strategically important asset

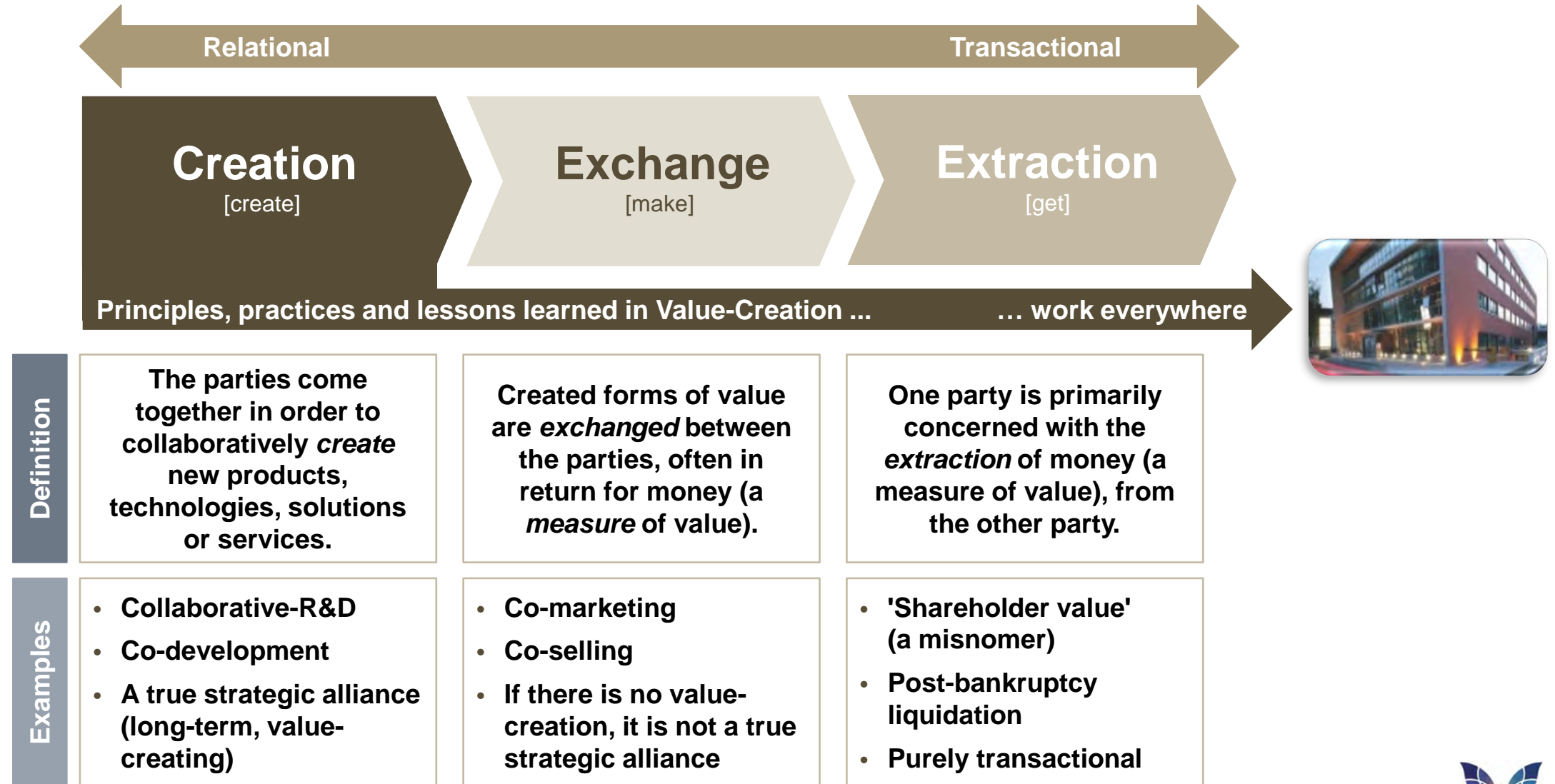
- Relationship is actually a life-or-death matter!



Assessing the value of business based solely on its sales revenue is like assessing the health of a marriage by counting the number of children; both metrics are simplistic, obviously important and incomplete.

Value-Chain in a Strategic Alliance

The creation of value demands a healthy relationship



What is a Business' Purpose?

- It is *not* to make money; making money is a *requirement*.
- The *purpose* of a business is to *create value*.
- *All* value-creation and *all* value-exchange requires a relationship.
- Relationship empowers a business to: (a) stay alive, and (b) fulfill its purpose.



Relationship is a business' *most* strategically important asset.

Joe Kittel

Relationship Engineer



- Grounded in electrical engineering (magna cum laude), I focus on the use of fundamental principles in order to create value and accomplish the impossible. This I have done in corporate level engineer-driven strategic alliances (e.g., amongst HP, IBM, Intel, Microsoft, SAP and others), measured in \$Bs.
- I am focused on creating value, in and between organizations, by leveraging off of the lessons learned in life and in my strategic alliancing work.
- I empower others to accomplish the impossible and change the world.

[résumé](#)

Let us engage in follow-up dialogue – www.Value-Creation.NET



Backup Slides

Making Money is NOT the Purpose of Business

Creating Value IS

