Category

Strategy

Purpose-Driven & Stakeholder Capitalism Strategy Playbook

Making corporate purpose a strategic filter instead of a mission statement nobody consults

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for defining an authentic corporate purpose, using it as a genuine filter for strategic trade-offs across stakeholders, and avoiding the gap between purpose statements and actual decisions.

Isn't this the same as an ESG strategy?

Related but distinct. ESG strategy is typically about managing environmental, social, and governance risk and reporting. Purpose strategy is about why the company exists and how that shapes strategic trade-offs across stakeholders — ESG can be one output of a genuine purpose strategy, not the whole of it.

Won't a stated purpose just become another framed poster in the

lobby? Only if it isn't tested against real trade-offs. This playbook's core discipline is running actual strategic decisions through the purpose statement and documenting when it changed the decision — if it never does, the purpose statement isn't doing strategic work.

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poster in the", "acceptedAnswer": { "@type": "Answer", "text": "lobby?\nOnly if it isn't tested against real trade-offs. This playbook's core\ndiscipline is running actual strategic decisions through the purpose\nstatement and documenting when it changed the decision — if it never\ndoes, the purpose statement isn't doing strategic work." } }] }

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