

Purpose United®

Business Phase: Growth

(Refining Market Position, Branding the Company, Establishing a Track Record, Identifying Business Partners, Networking to Expand Customer/Client Base, Matching Staff to Volatile Needs, Increasing Operational Financing, Forecasting Sales, Automating Payroll Processing, Revisiting Business Plans, Recruiting the Right Employees)

- Senior Leadership.** *How do your senior leaders lead?*
- Governance & Societal Responsibilities.** *How do you govern and fulfill your societal responsibilities?*
- Workforce Focus.** *How do you direct your workforce to become a high performing organization?*
- Workforce Environment.** *How do you build an effective and supportive workforce environment?*
- Measurement, Analysis & Improvement of Organizational Performance.** *How do you measure, analyze, and then improve organizational performance?*
- Voice of the Customer.** *How do you obtain information from customers?*

