

Purpose United®

Business Phase: Start-Up

(Deciding on a Legal Structure, Conducting Feasibility Studies, Obtaining Financing, Obtaining Necessary Licenses or Permits)

- Strategy Implementation.** *How do you implement your strategy?*
- Work Processes.** *How do you design, manage, and improve your key work processes?*
- Customer Engagement.** *How do you engage customers to serve their needs and build relationships?*
- Measurement, Analysis, & Knowledge Mgmt.** *How do you manage organizational knowledge?*
- Results Focus.** *What are your desired operational effectiveness outcomes?*

