


On Purpose-Driven Business





I am here for a PURPOSE and that purpose is to grow into a **mountain**, not to shrink to a *grain of sand*.

—Og Mandino

NETWORKING Times

To be truly successful, companies need to have a corporate mission that is bigger than making a profit.

—Marc Benioff

I'm here to build something for the long-term. Anything else is a distraction.

—Mark Zuckerberg

This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being thoroughly worn out before you are thrown on the scrap heap; the being a force of nature instead of a feverish selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy.

—George Bernard Shaw

If the people who work for a business are proud of the business they work for, they'll work much harder.

Therefore, turning your business into a force for good is good business sense.

—*Sir Richard Branson*

Just as people cannot live without eating, so a business cannot live without profits.

But most people don't live to eat, and neither must businesses live just to make profits.

—*John Mackey*

Service is the rent we pay to be living. It is the very purpose of life and not something you do in your spare time.

—*Marian Wright Edelman*

Money motivates neither the best people, nor the best in people. It can move the body and influence the mind,

but it cannot touch the heart or move the spirit; that is reserved for belief, principle, and morality.

—*Dee Hock*

Any idea, plan or purpose may be placed in the mind through repetition of thought.

—*Napoleon Hill*

The secret of success is constancy of purpose.

—*Benjamin Disraeli*

Never forget that the purpose for which a man lives is the improvement of the man himself, so that he may go out of this world having, in his great sphere or his small one, done some little good for his fellow creatures and labored a little to diminish the sin and sorrow that are in the world.

—*W. E. Gladstone*

Efforts and courage are not enough without purpose and direction.

—*John F. Kennedy*

A man who becomes conscious of the responsibility he bears toward a human being who affectionately waits for him, or to an unfinished work, will never be able to throw away his life. He knows the "why" for his existence, and will be able to bear almost any "how."

—*Dr. Viktor Frankl*

Make your work to be in keeping with your purpose.

—*Leonardo da Vinci*

Our minds are finite, and yet even in these circumstances of finitude we are surrounded by possibilities that are infinite, and the purpose of life is to grasp as much as we can out of that infinitude.

—*Alfred North Whitehead*