

Why Your Church Needs Clarity of Purpose

Organizations beloved by their customers, those that are true and authentic, work hard every day to resist the pull of “normal” business practices to create a powerful human connection with their customers.

They are able to do this because they have something that binds everyone together, moving them toward a common goal: **clarity of purpose**.

Beloved companies take the time to be clear about what their unique promise is for their customers’ lives. They use this clarity when they make decisions so they align to this purpose, to this promise.

Clarity of purpose guides choices and unites the organization. It elevates people’s work from executing tasks to delivering experiences customers will want to repeat and tell others about.

- [Apple’s clarity for creating its in-store experience](#) has built a cult following. Apple stores wouldn’t have become the gathering place they are today without the time, angst, and thought that went into deciding what those stores would and would not be.
- Trader Joe’s, a grocery store so clearly focused on personal interaction with customers, obsessed over the decision to buy scanning equipment. They worried that the scanning equipment’s “pinging” sound would get in the way of their employees’ chatty conversations with customers.
- Newegg.com, banned pop-up ads after checkout. They won’t abdicate their well-orchestrated customer experience and final memory to a third-party partner’s pop-up ad, even though pop-up ads bring in extra revenue.
- For Genentech (one of the world’s fastest-growing and admired bio-tech companies), clarity of purpose fuels their growth. The personal knowledge of patients, and the details of the lives they are saving, motivates employees to make the right decisions for the customers they serve. It elevates their decisions from science . . . to saving lives.

Each beloved company makes key decisions to mark its place in the universe with customers. **Beloved companies begin with a notion, an idea fueled by passion about their greater purpose for improving customers’ lives.** It doesn’t matter if they are selling electronics or food, or saving lives; conviction helps them stay the course. Even in the face of sacrifice and, yes, sometimes pain, beloved companies press on for customers. **They persevere until they get it right.**

Read more from Jeanne [here](#).