

## The Deepest Angle of Business - Why Your Business Exists

We all know one reason our business exists; to make a profit. We also know how we plan to go about doing it, and what our Unique Selling Proposition (USP) or differentiating factor is. But do we know the deeper reasons our business exists? Is there a purpose to it? This blog is inspired by renowned Business Guru Simon Sinek's 'Golden Circle' theory of business. The video can be found [here](#).

Moving forward.

Nothing without a deeper element lasts. Relationships that are not born of a deep connection or destiny, tend to fall apart. NGOs that don't have a definition vision soon go under. And it is the same with business.

Take the company Apple for instance. Their technology is not vastly superior, and what they do any large company could do. Why is Apple so successful then, and why don't they have evenly matched competitors? The reason is that there is a deeper calling behind the business, a calling which they invite their customers to share. Apple's calling, for instance, is to challenge the 'status quo'. It is to rethink and redefine their domain. They make all their customers feel like they are a part of a bigger movement, a part of something that redefines how we look at life. It offers a way of life. And that is the difference.

Other smartphone and computer companies are all about the technology. They try to get their hands on or research ground breaking technology and offer it at a low price. It is a standard procedure. They all do it the same way. But companies like Apple look at the bigger picture. They **create** a bigger picture. And then they introduce their customers to it.

Starbucks is another example. They don't just sell premium coffee at a low price. Dozens of other companies do that. They sell a way of life, a lifestyle. They sell a belief system for people to be a part of. When you go to Starbucks in the morning for coffee, it's not just a coffee you are buying. You are buying into a way of life, one with all kinds of unique things like responsibly sourced coffee and your name on the cup. This generates a much stronger connection with the company, and inspires loyalty.

People don't buy what you sell. They buy a reason to buy the product. The reason must come in the form of something that inspires them to choose your product over others. The reason must inspire them to get out of their house in the morning and make a trip to your shop.

Interestingly enough, research shows that the last minute's decision on whether to buy a product or not is based on trust and emotion. It is not a logical decision. Sure, logic about which features are present and about cost can influence a decision to choose one product or not, but the last second in which the choice is made to buy something is not logical, it is emotional. So, to sell more product, you need to connect with your customer on an emotional level. They need to feel invested in you, that you are worth investing themselves emotionally in.

And such a reason can't be outward looking. For it to be genuine, it must be inward looking. You can fool the mind, but you can't fool someone's emotions; their 'gut feeling'. In other words, an emotional reason to buy can't be generated just to make people buy it, it would be false and no one would buy it. The reason must speak to **YOU**, as the company itself. It must be something **YOU** believe in, or nobody else will believe in it. Why would someone else believe it if you yourself don't believe it?

So, it's a matter of finding a reason for your company to be. Perhaps you feel that other companies offer less innovative products, and that customers deserve better. Or that most of your competitors are charging too much, and you believe that customers should be able to buy the product for less. Or, perhaps, like Apple and Starbucks, you have a unique vision to turn the lives of your customers around. But, the bottom line is that you need to look inward as a company and find a genuine reason for being. Even if profit is your biggest motivator, you will never be successful if you don't figure out how to make that profit work to the benefit of your customers as well.

It's a basic law of the universe. You get what you give. If you believe in improving the lives of your customers, this will improve your own company's life. Life is a two way street, and customers are not just the profit element of your business. They are also the very reason your business exists. Be true to this, and see your business grow.

Source: Simon Sinek Talk Entitled 'How Great Leaders Inspire Action'.

<https://www.youtube.com/watch?v=gq0HIF3Sfl4>