

Understanding Business Motivations and Goals



Joel Lamendola

STRATEGY AND BUSINESS DEVELOPMENT PROFESSIONAL

www.jlamendola.net



Overview



What is the purpose of a business?

Business mission, vision, and values

Implications to product strategy



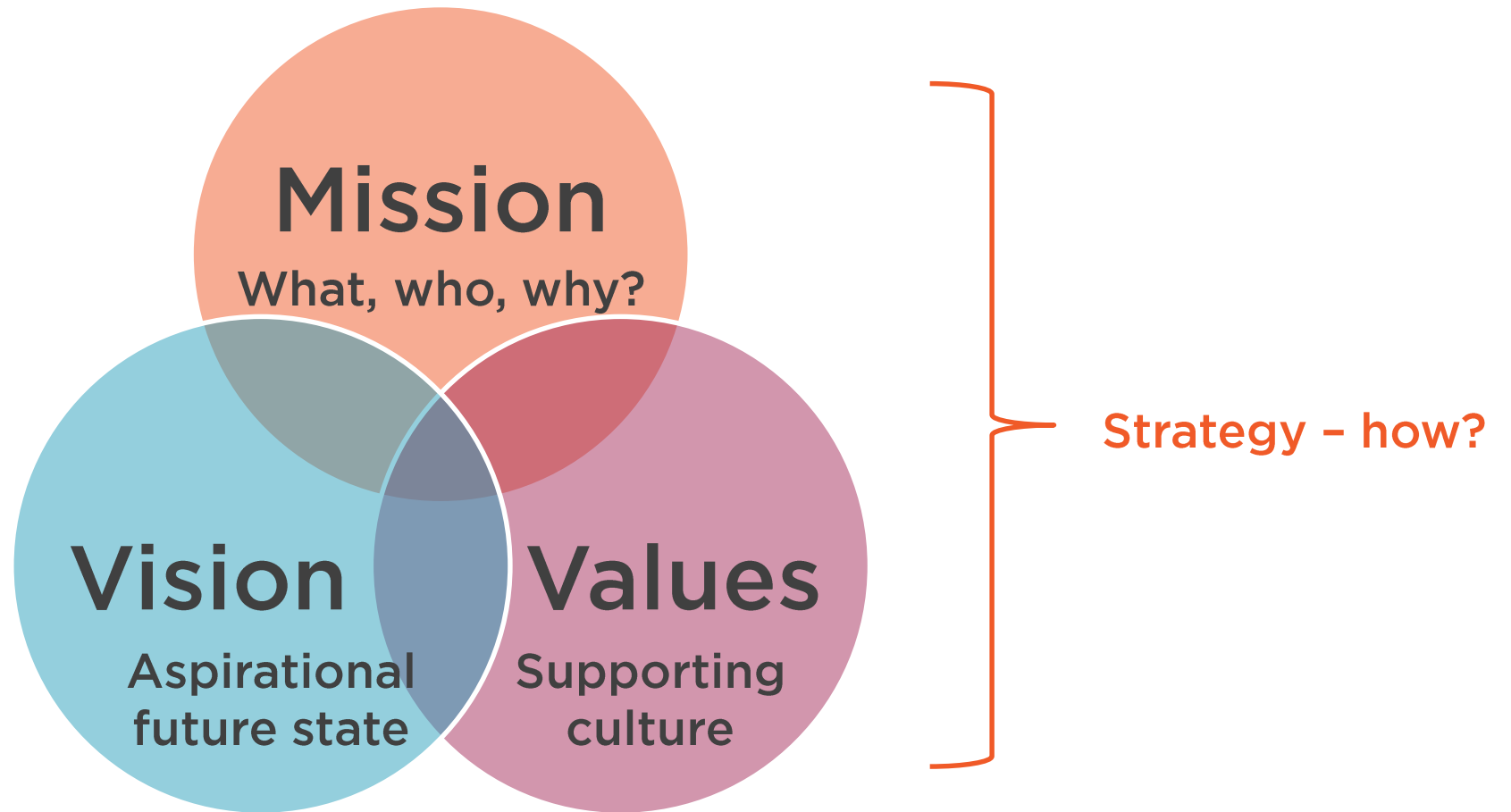
The Purpose of a Business

To maximize profits (to the benefit of the business owners)

...while addressing Corporate Social Responsibility (CSR)



Business Mission, Vision, and Values



Three Mission Statement Examples

GOOGLE

“...to organize the world's information and make it universally accessible and useful.”

about.google/, March 2019

AMAZON

“Our mission is to be Earth's most customer-centric company. This is what unites Amazonians across teams and geographies as we are all striving to delight our customers and make their lives easier, one innovative product, service, and idea at a time.”

www.amazon.jobs/en/working/working-amazon, March 2019

MICROSOFT

“To empower every person and every organization on the planet to achieve more.”

www.microsoft.com/en-us/about, March 2019



Three Vision Statement Examples

GOOGLE

*Not Public
Information*

AMAZON

"Our vision is to be
earth's most
customer-centric
company; to build a
place where people
can come to find
and discover
anything they might
want to buy online."

<https://www.facebook.com/pg/Amazon/about/>, March 2019

MICROSOFT

...“to help people
and businesses
throughout the
world realize their
full potential.”

mission-statement.com/microsoft/,
March 2019



Three Examples of Declared Values

GOOGLE

- Focus on the user and all else will follow
- It's best to do one thing really, really well
- Fast is better than slow
- Democracy on the web works
- You don't need to be at your desk to need an answer
- You can make money without doing evil
- There's always more information out there
- The need for information crosses all borders
- You can be serious without a suit
- Great just isn't good enough

www.google.com/about/philosophy.html,
March 2019

AMAZON

**“Amazon is guided by four principles:
customer obsession
rather than
competitor focus,
passion for invention,
commitment to
operational
excellence, and long-
term thinking.”**

www.aboutamazon.com, March 2019

MICROSOFT

**Innovation
Diversity and
Inclusion
Corporate Social
Responsibility
AI
Trustworthy
Computing**

www.microsoft.com/en-us/about, March 2019



Summary



Business purpose - to maximize profit to the owners benefit and fulfill a “mission” that includes some level of Corporate Social Responsibility

Business mission, vision, and values will have significant impact on viable strategies



Up Next:

Corporate Structure as a Foundational
Element of Business

