

strategic decisions and measuring commitment to purpose itself. There are a growing number of authors who argue that the role of leadership in affirming purpose is crucial in terms of its communication within and outside the company. Connecting the leader and the purpose of the company is important because of the authenticity of the purpose, necessary to build trust with stakeholders. Empirical research confirms that this approach to running a company, which focuses on its purpose, is imposed by the behaviour of employees and their aspirations to participate in the life of the company. Case studies show that the alignment of the understanding of the *core* (central) value of the company between management and employees is crucial for its success.

According to research, a positive correlation has been expressed between the purpose and engagement of consumers, especially in the part related to corporate social responsibility (CSR). In this regard, the engagement of consumers and their expectations that companies do more than just increase profits are emphasised. However, there is not enough research to answer the question of how consumers perceive companies whose purpose is to create social and financial value compared to those who are socially responsible in the traditional way in order to minimise negative effects and intentions to do what is considered good. Some works deal with measuring the relationship between purpose and trust, authenticity and brand value, which is in line with the claim that purpose has an impact on strengthening the relationship between consumers and other stakeholders.

In the case of consumers, the literature deals with the analysis of employee participation in business processes, including decision-making, or their impact on the management of the company. In this context, a clearly defined purpose of the company has a crucial role in motivating employees and shaping their sense of “belonging” to it. Practice shows that companies that have the ability to meet the expectations of employees and realise their full capacity record better results in terms of performance, and improve productivity and creativity of employees. This is important in terms of attracting and retaining talents, and this is positively related to trust and understanding of the purpose of the company. The question arises for companies that emphasise their purpose: To what extent will such demand cause changes in the existing structure of employees in terms of achieving their greater compliance? An unambiguous understanding of the purpose of the company by the employees is important for the full utilisation of all its capacities.

The purpose and success of the company

I think everyone who starts a business does it for a purpose. Also, I think that the fact that you are in business means that your intention is to create something that will change people’s lives. Otherwise, you will not have a successful business.

(Branson, 2015)