

FORBES > LEADERSHIP

How To Structure Your Business With Purpose



Fran Biderman-Gross Forbes Councils Member

Forbes Agency Council COUNCIL POST | Membership (Fee-Based)

Sep 10, 2020, 07:20am EDT

Founder & CEO at [Advantages](#), a purpose-based marketing and branding agency, I guide others so their potential can be revealed.



GETTY

How is your business structured? This is one of the most critical questions you can ask a business leader. Because your structure is your map to success, your answer may be the very reason your business flourishes or struggles to survive.

However, this question is tied to another question that's just as vital to your survival and success: What is the reason your

business exists? You need to first answer this question before you can set your business up properly and purposefully.

Consider your three keys.

Ensure your current organizational structure reflects the three keys to success: your purpose, values and story. Your corporate structure should always embody both your stated reason for existing and your shared beliefs so you deliver a cohesive story to your customers and employees. If one of your values is innovation, don't organize your business around repetitive work. To accomplish your vision and unite your employees around your shared cause and mission, you must design your company around who you are.

Study your structures.

You have to know not only who you are, but also what your options are. Study the various organizational structures, and determine whether your company's plan best suits your procedural and purposeful needs. Each structure serves a different purpose. Some may suit your current business requirements but not your ultimate purpose, or vice versa. Be sure to adjust your structure to best fit you in every way possible. Remember that while your business and even its structure may change, your values should always remain the same.

MORE FOR YOU

Is WFH Becoming A Bad Idea?

Chinese Billionaire s Texas Company Owes Millions On Unpaid Bills

Destiny 2 Developer Bungie Under Fire After Retaliation Lawsuit By Former HR Manager

Check your org chart.

In addition to your structure, your hierarchy must always reflect your purpose, values and story. Look to your organizational charts to check which roles are near the top and bottom, and evaluate if your order of operations accurately mirrors your foundation. Start by defining who you are, which structure you currently operate in and where your company needs to go next. Then, continually reevaluate your workflow for alignment, and be prepared to adjust when necessary to better reflect your corporate purpose and values. For example, if your purpose is about empowerment but your organizational chart does not allow for your team members to be empowered, there is misalignment to correct.

Keep it simple.

The simpler your process, the easier it is to align your organization. The more complex the process, the higher the chance of your purpose and values being lost in it. As the number of individuals who work on a project increases, the likelihood of error increases. Complexities can cause a lack of clarity on your mission, vision, values, roles or tasks at hand. When you minimize the number of people who work on a given project, you make your process more efficient, improve the quality of work and protect your purpose.

To set your business up to thrive, learn more about your options for business structures, and continually evaluate your organizational charts. Maintain the flow of communication, and always keep your three keys in mind and your process as simple as possible. If you can cultivate a corporate structure that embodies your purpose and values, based on the above tips, you will set your company up to function effectively and efficiently, with the fuel of passion burning throughout it.

Forbes Agency Council is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies. *Do I qualify?*

Follow me on [LinkedIn](#). Check out my [website](#).



Fran Biderman-Gross

Founder & CEO of [Advantages](#), a branding and marketing agency that connects profit to purpose through performance-focused... **Read More**

[Editorial Standards](#)

[Reprints & Permissions](#)

ADVERTISEMENT
