

PURPOSE DRIVEN BUSINESS PANEL

Purpose is all about “The Why” you do what you do. Simon Sinek in his now famous Ted Talk concludes that great leaders need the why to inspire others to action. This panel session begins to address the why, the how and the what that delivers your product or service with purpose.

Moderated by:



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“People don’t buy what you do, they buy why you do it.”

During his Ted Talk presentation Simon Sinek said “People don’t buy what you do, they buy why you do it.” Purpose is the key differentiator in business. It’s the closer in the deal. Purpose is “the why” that makes the difference. In our competitive world of high energy, high capacity and high productivity we are measured on our ability to deliver on our promise and do what we said we would do...that’s a given but after that why do customers choose us? Simply put, values matter.

Alignment truly makes a difference among those in the marketplace that can make a difference for you. Customers, prospects and suspects want to do business with people they know, like and trust. And for that to happen they need to know your “why.” They need to know why you do what you do and then come alongside because they believe and understand your values and your purpose. Purpose is the differentiator. Consider the purpose of your business. Know that doing good, is good business. Articulating “the why” is important. Millennials are attracted to the “why” in business. What they want is purpose in their life. Purpose is the differentiator for millennials, as it is for most of us.

Building business for the right reasons and building business with a purpose begins with the end in mind. This panel will deliver “take home” insights that will help you deliver on your “why” and help you discern whether a new business development model might be the right thing for you and your business.