



Business Leadership

THE PURPOSEFUL ENTREPRENEUR

Lesson 01. The Purposeful Entrepreneur

Objectives

After successfully completing this module, you should be able to:

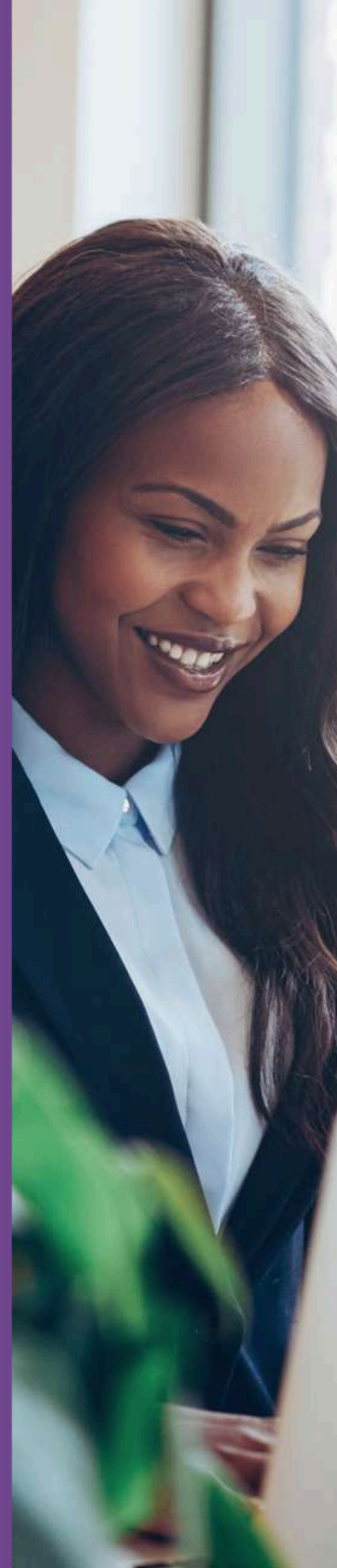
Describe your role in business,
Explain your personal and business purpose,
Formulate goals that align with your purpose,
Practice the seven functions of leadership.

Lesson 01.1 Discover Your Entrepreneurial Self

Understand who you are in your business

Before strategy, funding, or growth plans, every entrepreneur must answer one core question:

Who am I in this business – and how will that shape every decision I make?



Entrepreneurial Hats

“With grit and versatility, entrepreneurs wear many hats in the pursuit of turning ideas into sustainable ventures that meet customer needs.” – People Dynamics

The six core “hats” every entrepreneur wears:

1. Visionary.
2. Leader.
3. Manager.
4. Builder.
5. Expert.
6. Evangelist.

None of these roles are optional. Neither are they equally easy or enjoyable for everyone.

Reflection Activity (Required)

Write your answers in the text box provided

Which two hats energise you the most?

Which two hats drain you the fastest?

Which hat are you currently avoiding - and why?

You must complete this reflection to continue. Growth begins when you stop judging yourself for this and start planning around it.



Self-Awareness as a Business Skill

Why Self-Awareness Matters

To be an accomplished entrepreneurial leader, you need a high level of self-awareness.

- 🔍 Self-awareness is your ability to recognise your emotions, beliefs, values, and thoughts, as well as understanding their impact on your behaviour and actions.

Reflection Activity (Required)

Think of a recent business-related decision you made.

Answer the following:

What emotion was present at the time?

Did it help or hinder the outcome?

What would you do differently next time?



Your Internal Compass

What are personal values?

🔍 Your personal values are the principles that guide how you decide and act — especially when things are difficult. They influence how you uniquely distinguish between “right” and “wrong”.

After months of meticulous test studying, Amara aced the bar exam. As graduation approached, two appealing job offers emerged: a prestigious law firm promised fame and fortune from high-profile cases, while a modest legal clinic needed passionate advocates for underserved communities. Amara deliberated for days. If valuing personal success, the lucrative firm offered more enticing rewards. However, prioritising compassion and service to others, the clinic enabled helping families most desperate for justice. Ultimately, Amara valued.....

There is no right or wrong answer, it all depends on your values!

Clarifying your values unlocks a world of decisiveness that empowers you to navigate life's complexities with confidence and authenticity.



Here is a selection of values that may resonate with you. Run through the list and circle those that jump out at you. Don't overthink it – trust your gut. Then whittle your choices down to four or five core values.

	Achievement	Accomplishing goals and pursuing excellence
	Adventure	Experiencing excitement and adventure
	Authenticity	Being real, genuine, and true to oneself
	Authority	Being in a leadership position, commanding others
	Autonomy	Being independent and self-reliant
	Boldness	Being daring, brave and courageous
	Compassion	Demonstrating care, empathy, and kindness for others
	Contribution	Improving the lives of others through generosity
	Creativity	Thinking originally, innovating, and exploring ideas
	Curiosity	Questioning, examining, and learning continuously
	Determination	Persevering through challenges to achieve goals
	Fairness	Treating people justly, equitably, and impartially
	Faith	Possessing strong religious beliefs and principles
	Fame	Gaining prestige, renown, and the admiration of others
	Fitness	Maintaining physical health, strength, and wellbeing
	Freedom	Living freely on one's own terms and free from restrictions
	Friendships	Developing close, supportive relationships
	Fun	Enjoying pleasure, leisure, and entertainment
	Generosity	Giving time, money, and resources to help others
	Honesty	Being truthful, trustworthy, and acting with integrity

	Humility	Being modest, authentic, and free from arrogance
	Humour	Finding the comical in life and making others laugh
	Independence	Being self-directed and determining one's path
	Influence	Wielding impact and persuasive power over others' actions
	Justice	Promoting fairness and adjudicating wrongdoing fairly
	Knowledge	Continuously learning and advancing intellectually
	Leadership	Directing others towards goals as an administrator
	Legacy	Working to create enduring contributions that outlast oneself
	Love	Developing meaningful connections with others
	Loyalty	Remaining committed, reliable, and faithful
	Meaning	Realising something with deep significance and purpose
	Merit	Earning positions and privileges through excellent performance
	Moderation	Avoiding extremes and indulgence through restraint and balance
	Order	Appreciating organisation, tidiness, and discipline
	Passion	Experiencing excitement, drive, and enthusiasm for activities one enjoys
	Peace	Seeking inner and outer calmness and tranquillity
	Pleasure	Experiencing joy, gratification, and fulfilment
	Popularity	Being well-liked, sought-after, and celebrated
	Reciprocity	Ensuring mutual exchanges of privileges and obligations between parties
	Reflection	Questioning oneself through profound thinking and introspection
	Reputation	Establishing admirable character and high principles

	Resilience	Overcoming adversity and bouncing back from difficulties
	Respect	Holding others in high esteem and dignity
	Responsibility	Being accountable, earnest and committed to duties
	Security	Ensuring safety, stability, and freedom from harm
	Selflessness	Prioritising others over oneself through sacrifice and generosity
	Spirituality	Seeking meaning through faith, God, and religious practice
	Stability	Appreciating permanence, continuity, and reliability
	Success	Achieving proficiency, status, power, and tangible outcomes
	Trustworthiness	Being consistent, loyal, and instilling confidence

List your core values here:



*The important thing is this:
to be able at any moment to sacrifice what we are
for what we could become.*

- Charles DuBois

From Personal Values to Company Values

Why Company Values Matter

"Integrate what you believe in every single area of your life. Take your heart to work and ask the most and best of everybody else too."

- Meryl Streep

○ Company values are the principles and beliefs that underpin how a business operates and shape its overall culture and approach.

Your values provide purpose in both your personal and professional life. Just as your personal values direct your everyday activities, relationships, and decision-making, so your new business will be swayed by its values:

- Sometimes referred to as company, corporate, or core values, this set of beliefs and principles should drive every aspect of your business.
- Values are manifested in actions - not words - build an ethical and purpose-driven company.
- Weaving them into operations creates internal integrity and external compatibility between your offerings and the needs of the community.

"Your company values are your company's DNA and they help you differentiate your business from the competition. That's why every single business decision should be aligned with your business values."

- Telecom firm, Hailo



Answer these questions to determine core business values that reflect your views:

1

What specific behaviours do you expect from employees when dealing with customers or coworkers?

2

What ethics, transparency, or quality standards guide how your company operates?

3

What environmental, social, or community commitments are important for your business to honour?

4

How important are innovation, agility, collaboration, or inclusiveness to how your company succeeds?

5

What workplace attitudes and traits do you want to cultivate in your organisation's culture?

6

What decisions will you refuse to make as a business, no matter the rewards?

7

What core principles or beliefs are so integral to the company that violating them would compromise the very purpose of the business?

The main goal of writing a business value statement is to:

- Determine the behaviours, mindsets, and decisions you want to shape in the business, and
- Model actions, rewards, stories, policies, and explanations of why things are done in a particular way.

Examples:

Netflix

Judgement Selflessness Communication Inclusion
Integrity Passion Innovation Curiosity Courage

For each value, they have specified exactly what they mean. For example, "Courage:

You make tough decisions without agonising or long delay

You take informed risks and are open to possible failure

You question colleagues' actions inconsistent with these behaviours

You are willing to be vulnerable, in search of truth and connection

You give and take feedback to and from colleagues at any level"

Adidas

Courage Ownership Innovation Teamplay Integrity
Respect

They highlight that "our values unite us"

Google

Google first wrote their "Ten things we know to be true" using sentences rather than individual words. They acknowledge that "From time to time we revisit this list to see if it still holds true" which is a good practice in an ever-changing environment. And they are accountable for standing by their values, "We hope it does - and you can hold us to that".



Now use your answers to design your business values statement. Use this guide as you define your organisational core values:

- Use actionable verbs.
- Check that they are not contradictory.
- Make them specific/ individual / explicit, not generic / abstract.
- Use examples to root your business values in reality.
- Stick to four-five.
- Ensure that everyone knows what the core values are and insist on adherence to them from every person in the business.

“Communicating your values clearly and regularly can ensure that they become part of your company's DNA.”

- Nicole Dorskind

Depending on how established your business is, there are various ways to share company core values:

New hires – during the interview and hiring stages and throughout onboarding.

Continuing reference – website, posters, employee manuals.

Revisions and reminders – company-wide meetings, internal messenger or newsletter, email.

Transcribe your business values statement here:



Stay true to your values. That's why you were successful in the first place, and that's how you make incredible things happen.

- **Rafe Offer**

In Real Life

Entrepreneurship will challenge your:

- Identity,
- Values,
- Emotional resilience.

This is not a one-time exercise. Return to it as your business grows.

Answer the quiz to test your knowledge and mark this lesson as complete.



Lesson 01.2

Author Your Startup's Legendary Story

Uncover Your Personal and
Business Purpose

Entrepreneurship will test you.
Not once- but over and over
again.

When quitting feels easier than
continuing, purpose is what
keeps you moving.

You are the business

01

You are deeply connected to your business. Your values shape every decision, every interaction, every direction.

From personal to business purpose

That's why your personal purpose is the starting point of your business purpose

02

Business purpose statement

03

“The brands that will thrive in the coming years are the ones that have a purpose beyond profit.”

-Richard Brandson

Focusing more on actions than beliefs, an organisation's purpose statement explains why it exists, the positive change it strives to make, and why it functions the way it does.

Defining why a company exists beyond profits sparks meaningful connections with stakeholders.

Step-by-Step

Formulating your business purpose is as easy as 1-2-3:

01

Problem Statement

Clearly describe the major problem or need the business aims to address. Show how customers are affected and qualify the market gap.

02

Solution Orientation

Explain how your offerings uniquely solve the problem in a better way. Point out what additional value your solution provides compared to alternatives and how you are better than the status quo.

03

Target Segment

Specify characteristics of your ideal customer profile and the niche your solution fits. Outline why it appeals specifically to their preferences.



Here are some questions to kick-start brainstorming ideas that can be used to create your business purpose statement. Use your answers to write a concise yet inspiring business purpose statement that is summed up in a sentence or two.

1. Why did you start this business? What problem, need or opportunity motivated you?
2. Who are the core customers and stakeholders you aim to serve? How does serving them align with your passions and talents?
3. What positive impact do you want your business to make in people's lives and the world?
4. What intrinsic values and principles guide decisions in your business?
How does your business stand out from competitors? What is the unique approach you bring?
5. If you imagine your business ten years from now, what does success look like?
6. If your business disappeared today, what difference would that make in your community or industry? What would be missing?



Reminders:

Check that it is epic, er, APICC:

- **A**uthentic – reflect your true character and values.
- **P**rofound – make people think.
- **I**nspiring – convince stakeholders to act in a particular way.
- **C**lear – avoid anything too vague or philosophical.
- **C**oncise - keep it short and sweet to make it memorable.

Ensure that your entire team is familiar with the business purpose statement. Share it far and wide –in SOPs, brand guidelines, and all internal communication, on your website and social media accounts.

- Make sure your statement is the same everywhere it is published.
- Use consistent formatting – font, font size etc.
- Make it an integral part of branding and messaging.

Review and revise your purpose statement as markets and strategies evolve.



Transcribe your business purpose statement here:



Purpose is your brand's superpower.

- Karen Bailey



Vision Statement

- 🔍 A vision statement paints a picture the ideal future state that your brand is working towards. It's a sentence or two stating what achieving success will look like.

Because a vision statement points out the long-term direction of your venture, it is also the foundation upon which you will build your business strategy.

Imagine you have a business in the vehicle hire industry. It's cut-throat and risky, but you are slowly growing your database of regular clients. A few customers have complimented your team on their funky uniform t-shirts and expressed their wish to buy clothes in that style. Considering that your business vision is "To make car rental accessible for every income group", would launching a clothing line support or hinder your aspirations?

Answer these questions to draft a vision statement that describes the bold future you aspire to base on the work your venture does:

1	What is the long-term change you want to make in the world? Think about the core problem you want to solve or the positive impact you want to make through your business.
2	Who are the main customers and stakeholders you aim to serve? Think about whose lives you ultimately want to improve or empower.
3	What does the future look like if you succeed and achieve your grandest aspirations? Describe that ideal future state.
4	How can you re-imagine or revolutionise the customer experience in your industry? What would it look like to shape your market differently than rivals?
5	What human values and social get your organisation revved up? Clarify the change-making principles you carry into your operations.
6	If you had no limitations, what would the ultimate, world-changing result of your products or services be? Dream big!
7	If a news article is written about your business's amazing accomplishments years from now, what would the headline and key points be? What do you want it to say?

The main goals of writing a business vision statement are to:

- describe your company's aspirations and the wider impact it aims to create,
- inspire your team enough that they are willing to work around and through obstacles in the name of the big dream, and
- use it as a guiding beacon in decision-making and making sure the business follows its intended direction.

Examples:



“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.”



“To be the premier purveyor of the finest coffee in te world.”



“Create economic opportunity for every member of the global workforce.”



“To accelerate the world’s transition to sustainable energy.”



“To create a better everyday life for the many people.”



“We believe passionately in the power of ideas to change attitudes, lives, and ultimately, the world.”

Guidelines:

- Keep it short. Aim for a maximum of two sentences.
- Be specific to your business and describe a unique outcome that only you can provide.
- Use the present tense.
- Keep it simple enough for people both inside and outside your organisation to understand. No technical jargon, buzzwords, or metaphors.
- It should be ambitious enough to be exciting but not so much so that it seems unachievable.
- Make sure it aligns with your business core values.
- It’s a living document. Revise it annually to reflect your changing circumstances.



Transcribe your business vision statement here:

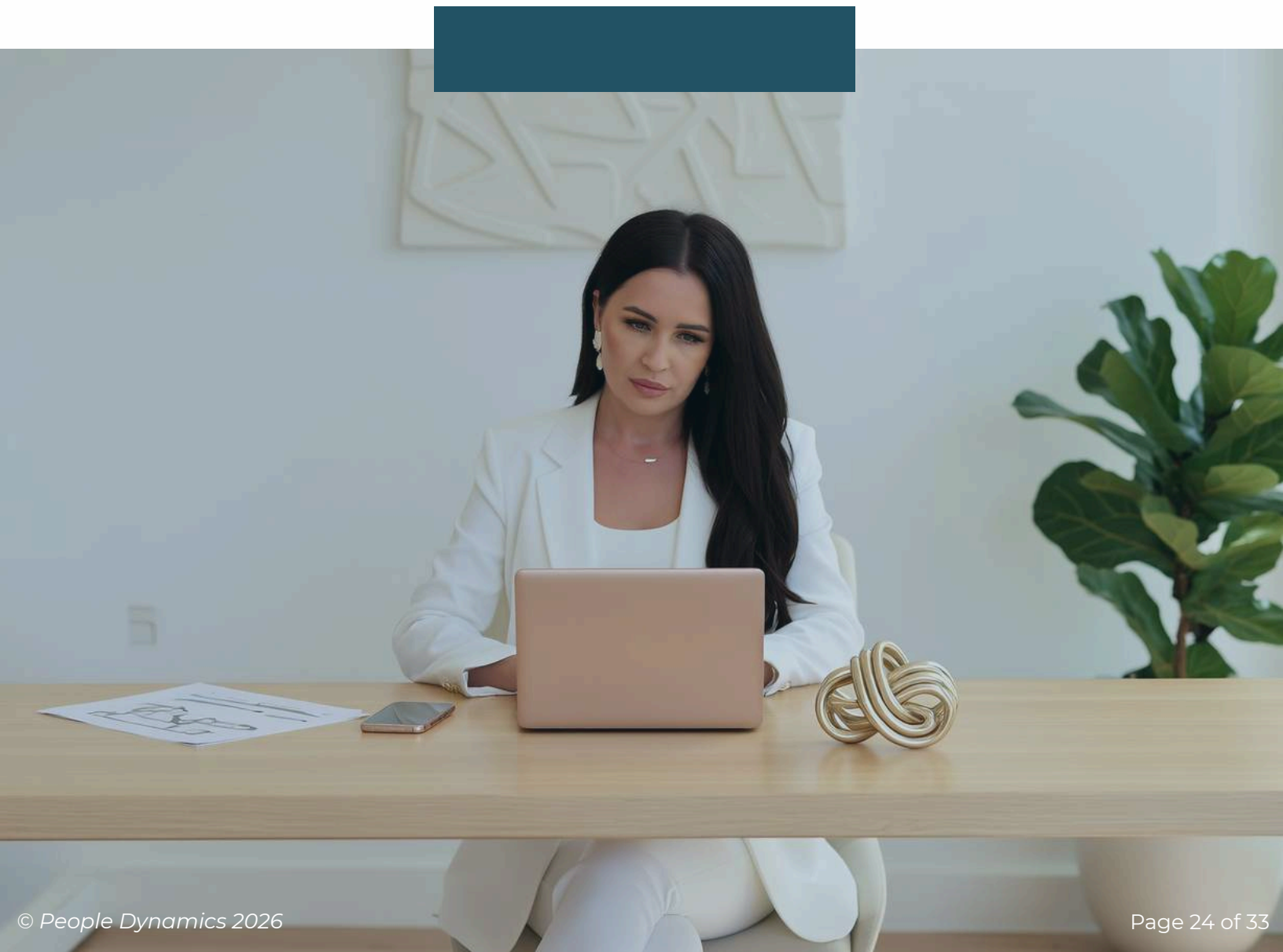
Now share it with your team, announce it to your customers, and use it to proudly guide your business forward.

“Vision is the art of seeing what is invisible to others.”
- **Jonathan Swift**

Mission Statement

The power of mission and vision statements lies in clarity. Start with your values and purpose (why) and think about the wider impact you hope to have on the world through your customers (what). Then narrow it down to how you plan to achieve that (how).

Focusing on the present, a mission statement describes the overall purpose of your business – who it serves and what its objectives are - and outlines what you do to fulfil those objectives.



Here are some questions to answer to define a clear business mission statement:

1	What is the day-to-day purpose of your company and why does it exist? Define the core problem your customers have and describe how you solve it.
2	What makes your business uniquely different from immediate competitors?
3	Who is your ideal customer? Categorise them into segments.
4	What principles and standards guide your product/service delivery approach? Highlight what makes interactions with your business exceptional.
5	What are the underlying reasons that your work matters? Describe the main positive impact.
6	What inner motivations and values characterise your employees and culture? List adjectives describing the workplace environment.
7	If you suddenly stopped operating, what loss would your customers and society in general experience without your business?
8	What phrases related to your goals resonate emotionally (a.k.a. give you goosebumps)? Incorporate inspirational keywords that are energising.

Examples:



Amazon

“We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.”

Vision: To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.



Starbucks

“To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Vision: “To be the premier purveyor of the finest coffee in the world.”



LinkedIn

“Connect the world’s professionals to make them more productive and successful.”

Vision: “Create economic opportunity for every member of the global workforce.”





Tesla

“To create the most compelling car company of the 21st century by driving the world’s transition to electric vehicles.”

Vision: “To accelerate the world’s transition to sustainable energy.”



IKEA

“Offer a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.”

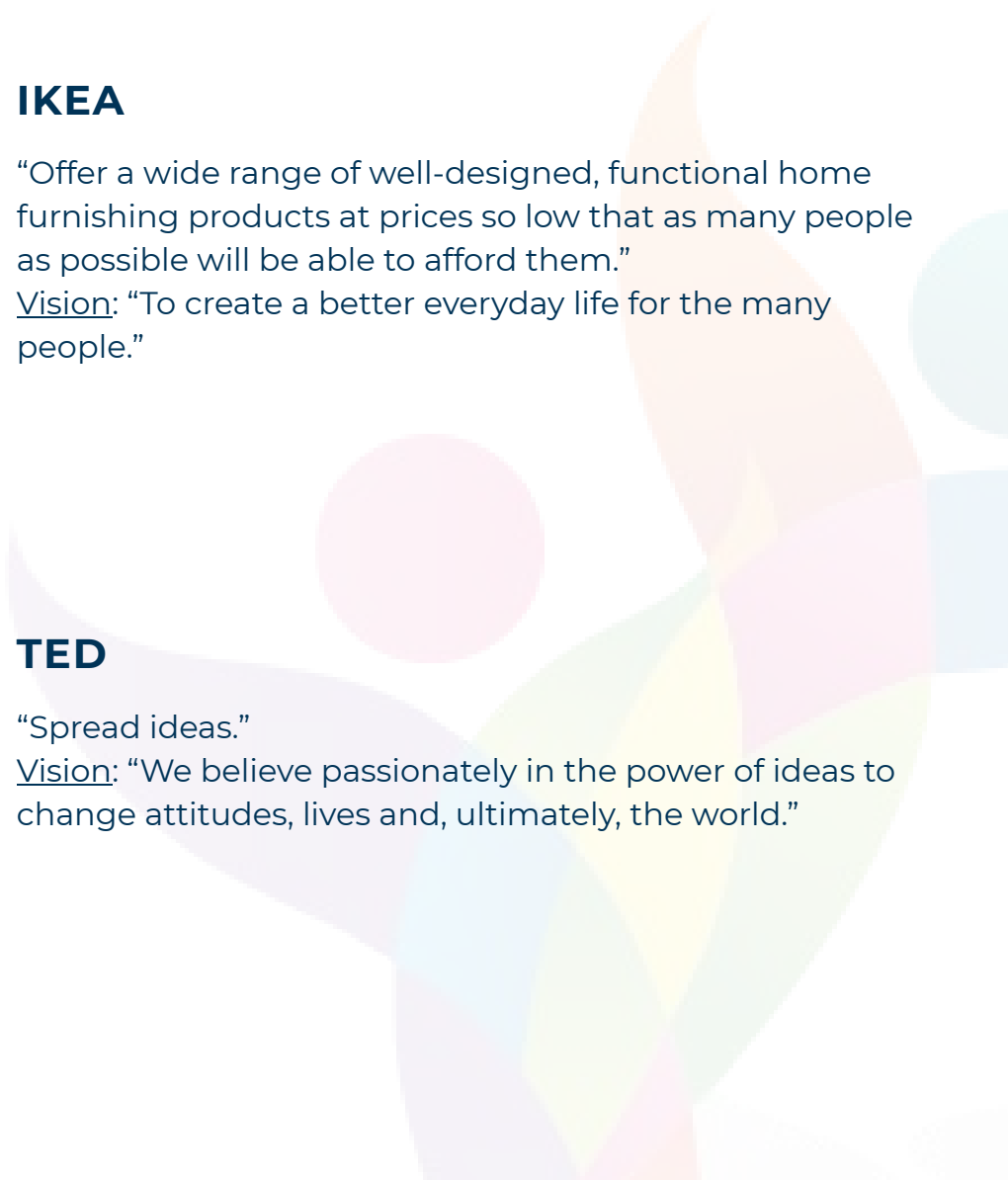
Vision: “To create a better everyday life for the many people.”



TED

“Spread ideas.”

Vision: “We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.”



Develop your statement around these four elements:

1. Value – What does your business offer both customers and employees?
2. Inspiration – Why should people want to associate with your company?
3. Plausibility – Make it reasonable.
4. Specificity - Tie it back to the business.



Transcribe your mission statement here:



“Collaboration is a key part of the success of any organisation, executed through a clearly defined mission and based on transparency and constant communication.”

- Dinesh Paliwal

Complete the short quiz to unlock the next lesson.



Lesson 01.3 From Vision to Victory

Turn your vision into measurable, undeniable growth.

Goals

Purpose gives meaning. Values guide behaviour.
Goals focus energy and action.

To win long-term, you need these two types of goals:

Long-term goals

Set direction. Shape strategy.

Short-term goals

Create momentum. Measure progress.

They work together.



From Purpose to Goals

- Define core purpose
- Set key outcomes
- Map stepping stones
- Integrate into processes
- Check alignment periodically
- Make values and purpose central



Goals vs. KPIs

Goals define what the business wants to achieve.
KPIs define how to measure progress towards those desired goals.

Lesson 01.4 Lead Like a Legend

Master the Seven Functions of Leadership
...as detailed by Yale University professor Kenneth Blanchard



1. Vision and Purpose

Commitment to purpose-inspired direction sets the tone for what matters most in your business.



2. Creativity and Innovation

Your team needs safety, support, and permission to step into breakthrough innovations.



3. Problem Solving

Organisational resilience thrives in an analytical, collaborative, and iterative approach to tackling challenges.



4. Building and Maintaining Relationships

Establishing trust with diverse stakeholders results in exponential network effects, goodwill, and advocacy benefits for your organisation.



5. Communication and Feedback

Fostering clear, transparent, and impactful communication throughout your organisation to drive alignment and engagement.



6. Inspiring and Motivating Others

Embody the values, behaviours, and work ethic you expect from your team. Your actions and decisions should serve as a model for your employees to follow.



7. Change Management and Process Improvement

Effective change leadership allows your organisation to continually grow and adapt to evolving business needs.



Answer the quiz to mark this lesson - and module! - as complete.





Where **Potential** Meets **Purpose**

Need more info?



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