

Top tips on setting up a mission-driven business

Be sure that a mission-driven business is right for you

Like traditional organisations, mission-driven businesses aim to make profit. However, rather than using the likes of CSR as a bolt-on solution, mission-led organisations seek to use business as a force for good and make society a better place.

Know your purpose

Being clear on your mission will not only give your business direction but it will also support in confidently communicating what you want to achieve to stakeholders.



Research your market

For a greater chance of success, your purposeful proposition needs to be meeting a problem or need. Are you confident that there is a market for your product or service?



Understand your proposition

Your customer value proposition is the link between your purpose and your market. Have a clear appreciation of the value your target audience sees in your offering – not simply of what your product or service is.

Learn to love governance

Good governance is a key part of mission-led organisations. Put your efforts into finding the right people from the beginning. Your governance structure is there to support you, not hinder your success.



Remember you are a business

Don't let money be an afterthought. To create the impact you desire, it's crucial that you understand your finances from the beginning and work towards becoming sustainable.

