

Business Philosophy Guide & Template

Create a strong foundation for your business by defining your guiding principles.

STEP 1: Define your core values

What principles drive your business? Choose 3–5 core values that reflect how your company operates and interacts with customers, employees, and the community.

Examples of Core Values:

Integrity Sustainability Inclusivity
Customer-Centric Service Quality
Innovation

Your Core Values:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

STEP 2: Craft your business purpose statement

Your purpose statement should explain why your business exists beyond just making a profit.

Template:

“Our purpose is to [what your business does] in order to [impact you want to make].”

Example:

“Our purpose is to provide eco-friendly home products that help customers live more sustainably.”

Your business purpose statement:

“Our purpose is to _____

_____”

STEP 3: Define how you serve customers

What sets your business apart? Describe how your company provides value to customers.

Template:

*"We deliver **[product/service]** by **[unique approach]**, ensuring **[customer benefit]**."*

Example:

*"We deliver **handmade jewelry** by **sourcing ethical materials**, ensuring **every piece is high-quality and socially responsible**."*

Your customer commitment statement:

*"We deliver _____
by _____
ensuring _____
_____*

STEP 4: Align your philosophy with company culture

How do you want your employees to reflect your business philosophy?

Template:

*"We foster a culture of **[value]**, where employees **[behavior or mindset]** to create **[desired outcome]**."*

Example:

*"We foster a culture of **collaboration**, where employees **openly share ideas** to create **innovative solutions for our customers**."*

Your company culture statement:

*"We foster a culture of _____,
where employees _____
to create _____
_____*

STEP 5: Communicate & reinforce your business philosophy

How will you share and implement your business philosophy?

Ways to apply your philosophy:

Website: Feature it on an “About Us” or “Our Values” page.

Employee Onboarding: Introduce it in training materials.

Customer Interactions: Reflect it in service and branding.

Marketing & Messaging: Use it to shape your brand voice.

Action plan:

1. Where will you share your business philosophy? _____
 2. How will you train employees on it? _____
 3. How will you reinforce it with customers? _____
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FINAL BUSINESS PHILOSOPHY STATEMENT

Now, combine all your answers into a concise business philosophy statement (1–3 sentences) that reflects your company’s values, purpose, and customer promise.

Template:

*“At **[business name]**, we believe **[core values]**. Our mission is to **[business purpose]**, ensuring **[customer commitment]**. Through **[company culture]**, we strive to create **[impact]**.”*

Example:

*“At **GreenLiving Co.**, we believe **in sustainability, innovation, and quality**. Our mission is to **provide eco-friendly home products that help customers live more sustainably**, ensuring **ethical sourcing and high standards**. Through **a culture of continuous improvement**, we strive to create **a cleaner, greener future**.”*

Your business philosophy statement:

“At _____,
we believe _____.
Our mission is to _____,
ensuring _____.
Through _____,
we strive to create _____.”

