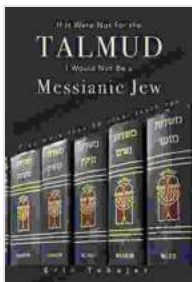


# Discover the Wisdom of "Purpose Before Profit": A Comprehensive Guide to Building a Successful and Meaningful Business

In today's competitive business landscape, it's more important than ever to differentiate your company and stand out from the crowd. But how can you do that while also staying true to your values and creating a positive impact on the world?

The answer lies in **Purpose Before Profit**, a groundbreaking book by renowned entrepreneur and thought leader Greg Farshtey. This comprehensive guidebook provides a roadmap for building a successful and meaningful business that aligns with your core beliefs.

Farshtey argues that profit should not be the sole driving force behind a business. Instead, businesses should be guided by a clear purpose that defines their reason for being. This purpose should be authentic, inspiring, and aligned with the values of your team and customers.



## If It Were Not For The Talmud, I Would Not Be a Messianic Jew: Plus more than 50 other teachings

by Ken Phillips

★★★★☆ 4.4 out of 5

Language : English  
File size : 2883 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 149 pages  
Lending : Enabled



When you operate from a place of purpose, you unlock a series of powerful benefits:

- **Increased employee engagement:** Employees are more motivated and passionate about their work when they believe they are contributing to a meaningful cause.
- **Enhanced customer loyalty:** Customers are more likely to support businesses that share their values and make a positive impact on society.
- **Greater profitability:** Purpose-driven businesses often outperform their profit-focused counterparts in the long run, as they are able to attract and retain talented employees, loyal customers, and strategic partners.

**Purpose Before Profit** provides a step-by-step framework for creating a purpose-driven business. This framework includes:

- 1. Defining Your Purpose:** Identify your core values and aspirations, and create a mission statement that captures the essence of your business's purpose.
- 2. Aligning Your Strategy:** Ensure that your business strategy, operations, and marketing efforts are all aligned with your stated purpose.
- 3. Building a Culture of Purpose:** Create a workplace environment where purpose is celebrated and lived every day. Empower your employees to

make decisions and take actions that are consistent with the company's purpose.

**4. Measuring Your Impact:** Regularly track and evaluate your progress against your stated purpose. Use metrics that measure financial success as well as social and environmental impact.

In addition to the core framework, **Purpose Before Profit** offers over 50 "other teachings" that provide practical insights and actionable tips for building a purpose-driven business. These teachings cover a wide range of topics, including:

- **The importance of storytelling**
- **How to create a compelling brand**
- **Strategies for hiring and retaining purpose-aligned employees**
- **Best practices for customer engagement**
- **The role of social responsibility in business**

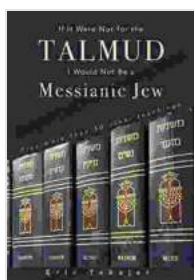
Throughout the book, Farshtey shares inspiring examples of businesses that have successfully embraced the purpose-before-profit mindset. These examples include:

- Patagonia, a leading outdoor clothing company with a mission to protect the environment
- TOMS Shoes, a footwear company that donates a pair of shoes to a child in need for every pair sold

- The Body Shop, a cosmetics company that campaigns against animal testing and promotes fair trade practices

**Purpose Before Profit** is an essential guide for entrepreneurs, business leaders, and anyone who wants to create a successful and meaningful enterprise. By following the principles outlined in this book, you can build a business that not only generates profits but also makes a positive impact on the world.

Free Download your copy of **Purpose Before Profit** today and start building a business that aligns with your values and makes a difference!



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