

Baldrige Glossary **HD**: Purpose

Purpose

The term “*purpose*” refers to the fundamental reason that an organization exists. The primary role of [purpose](#) is to inspire an organization and guide its setting of [values](#). [Purpose](#) is generally broad and enduring. Two organizations in different businesses could have similar [purposes](#), and two organizations in the same business could have different [purposes](#).

Note: [Blue](#) words above are hyperlinks to other [GLOSSARY HD](#) terms and their definitions.

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