

PURPOSE MATTERS

Right-Fit Owner / Referral Profile

“Working with Purpose Matters helped us cut through the clutter, get clearer about what needed to change, and focus more on building the business instead of just keeping up with it.” Samuel K. Principal, Landscape Design Firm



WHO WE HELP: A simple guide for recognizing business owners who may benefit from Alignment Advising and Fractional Leadership support

Purpose Matters helps **growth-minded, owner-led businesses where growth has started to outpace the company's structure, accountability, and leadership capacity.**

These businesses often have good people and strong potential, but the business feels heavier to run than it should. The team may be working hard, but not always rowing in the same direction, and too much still depends on the owner to keep things moving.

COMMON SIGNS TO LISTEN FOR

- Too much still runs through the owner.
- The business is busy, but not as profitable as it should be.
- The team is working hard but not fully aligned.
- The owner wants more structure, accountability, or follow-through.
- Growth is creating more complexity than the business can comfortably absorb.
- The owner needs leadership support, but is not ready to hire a full executive team.

BEST REFERRAL SITUATIONS

- Owner-led business with approximately 10-75 employees and \$2M-\$25M in revenue.
- Growth-minded owner who is open to help and values practical support.
- Business has enough complexity that structure, alignment and leadership capacity now matter.
- Owner wants the business to become easier to lead and less dependent on them personally.
- Helpful for owners who may be strong operators but need more clarity, structure, and financial discipline before their next stage of growth.

WHERE WE HELP

Purpose	Clarify what matters most
Prioritization	Focus on the right few priorities
People	Right-fit hiring, roles, and accountability
Pipeline	Attract and retain right-fit customers
Product / Service	Clear value, positioning, and profitable offerings
Process	Better systems, meetings, and follow-through
Profit	Financial visibility, cash flow, and profitability discipline

A HELPFUL WAY TO MAKE THE CONNECTION

“Steve helps owner-led businesses that are growing but starting to feel harder to run than it should. His 7P Alignment Scorecard is a simple way to see where the business may be getting out of sync.”

A Simple Starting Point: The 7P Alignment Scorecard

A short diagnostic that helps owners see where friction may be coming from across Purpose, Prioritization, People, Pipeline, Product, Process, and Profit. It usually takes about 5 minutes to complete and can be followed by a brief Alignment Conversation.

Steven Kim | Purpose Matters | www.purposematters7.com | steve@purposematters7.com
| Cell: 626 840 8006



