

What's Your Business' Best and Highest Use®?

What is your company's Best and Highest Use?

In the previous exercise, we asked you to evaluate your personal Best and Highest Use. Now you need to look at your company to determine its Best and Highest Use. Just as you did for yourself, think about the following questions as you complete the worksheet:

- 1) **What does your company love doing?**
- 2) **What does your company do really well?**
- 3) **What do your customers like about your business?**
- 4) **Which specific problems does your business resolve for your customers?**

Now let's examine your company and clarify its Best and Highest Use by answering the following questions. Use the worksheet below to answer the questions.

Step 1: Define your organization's products or services.

Step 2: What does your company like doing?

Step 3: What is your company really good at doing?

Step 4: Describe all the things clients and customers pay you to do?

Step 5: Finally, state your organization's Mission Statement. How well does it line up with your previous answers?

What products and services does your company create and sell?	What does your company like doing?	What is your company really good at doing?	Describe all the things clients and customers pay you to do?	State your company's Mission Statement. Does it align with your answers?

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Conclusion

When a company defines its Best and Highest Use and stays true to the vision, everything else falls into place. Yet few organizations do this! Instead, valuable time, energy and resources are consumed by an obsession with tactics. We fixate on market demand and living through the next crisis, and we may even call it success. It's an empty success, the difference between dog paddling and doing the breaststroke. Hey, we're not drowning, so we must be swimming, right? Except that land is nowhere in sight.

The beauty of Best & Highest Use is that it combines the immediately practical with long-term visions of growth. It links individuals to the company and ultimately to capitalism. Best and Highest Use transcends any specific product you make, customer you serve or short-term opportunity your business can exploit. BHU creates partnerships with employees by creating a common goal and a message to communicate to the masses, whether they are employees, vendors, or current and potential customers.

When you as the leader recognize and nurtures BHU, everyone with a stake in the company's success can pull together to produce powerful results. The message is clear. As a business owner, it all starts with you.

Have questions and thoughts on how to do this? Contact me at (412) 973-2080 or abirol@andybirol.com.

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