



The Good Business Toolkit

A STORIES OF BUSINESS PRODUCTION

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Why We Built This

Every business starts with an idea — a spark, a problem to solve, or a better way to do things. But somewhere along the way, many founders realise that profit alone isn't enough. The real measure of success becomes: what difference do we make, and how do we make people feel?

Stories of Business was born from that exact belief — that behind every brand are people pouring their heart, purpose, and late nights into something that matters.

This Starter Kit is our way of helping you put that purpose into practice — not with jargon, but with simple, honest steps you can act on right away.

Over the next few pages, you'll explore how good business begins from within — how your values, story, and community can become the foundation of growth that lasts. No corporate speak. No tick-boxes. Just real tools, real reflection, and a reminder that integrity is a strategy.

"GOOD BUSINESS ISN'T A
CAMPAIGN — IT'S A DAILY
CHOICE."

Reflection:

Why did you start your business — and what kind of change did you hope it would make? Write your answer somewhere you can see it often. It's your compass for every chapter that follows.

"Doing good and doing well were never meant to be opposites."



Inside this Guide

This guide is your starting point for doing business the right way — with purpose, care, and positive impact.

It's not a rulebook or a corporate checklist. It's a reflection tool designed to help you reconnect with why you started, identify small actions that matter, and build everyday habits that make your business stronger — and kinder.

Inside, you'll find short exercises, real-world examples, and a few honest questions to help you shape your own version of good business.

Take it at your own pace. Reflect. Discuss it with your team. Make it yours.

At the end, you'll have the opportunity to make a simple pledge — your personal commitment to doing business the right way.

And, you can proudly display your Good Business Badge / Certificate at the end!



Beyond the Hustle: Reconnecting with Your “Why”



Let's be brutally honest.

Most of us didn't start a business out of some grand mission statement — we started because we needed to make a living. The cost of everything keeps rising, and sometimes the “why” gets buried under invoices, late nights, and pure survival.

But underneath all that noise, there's still a reason you chose this path.

Something that made you believe your idea mattered — that it could help someone, solve a problem, or simply make life a little better.

This section is about reconnecting with that spark.

Not in a fluffy, motivational-poster way — but in a practical, gut-check way.

Because when your purpose and your business pull in the same direction, everything gets easier: decisions, messaging, even motivation.



**Big journeys begin
with small steps!**

Quick Purpose Quiz



Read each statement and rate yourself from 1-5:
(1 = Not true at all 5 = Completely true) - Be Honest, No right or Wrong!

I can clearly describe the problem my business exists to solve.
Our team or partners all understand that same purpose.
We make decisions with our values in mind, even when it's inconvenient.
Our customers would describe us in the same words we use about ourselves.
We measure success in more than money.
Our marketing reflects who we really are.
We've revisited our mission or goals within the last year.
I feel proud, not pressured, when I talk about what we do.

Total Up and Score yourself:

- 0-20 → Your purpose needs rediscovery.
- 21-30 → You're on the right path — time to refine and align.
- 31-40 → You're living your purpose; protect that integrity daily.

Pause and Reflect:
Which statement felt hardest to score?
That's often where your next big improvement —
or rediscovery — begins

Key Insight:
Awareness is progress. The clearer your "why,"
the easier it becomes to make decisions that
reflect it — even in tough times.