

FRIDAY

CLARIFY COMPANY TRUTHS

INTRODUCTION

Company truths are the fundamental core of any organisation. If you can't clearly express what you believe in and consistently proof that in your actions, anyone will have a hard time understanding and connecting to the company.

Decoding company truths is a vital part of articulating and activating the purpose of a company and it gives everyone a deeper understanding and way of operationalizing the purpose into something actionable.

Involve as many people as possible and be as specific as possible when using this tool. Effective company truths are distinct, to-the-point and a bit edgy – and everyone in the company must understand and live them in their own unique way.

STEP 1

- Begin with the purpose of the company and what the company is all about.
- Company truths are a logical extension of the core of your purpose and closely linked to the ambitions expressed in that purpose.

STEP 2

- Give a broad and diverse pool of people in the company a chance to answer the question: *"Looking at our purpose and what we are all about – what are the fundamentals beliefs we have as a company?"*.
- Cluster the answers into fewer headlines, so that you have more than 10 and less than 20.

STEP 3

- Each truth must be backed up by data and examples of you living it with clear impact, which also makes it a real thing you do and truly believe in.
- Every truth will afterwards serve as an example of how you live your purpose and how you turn your purpose into real action and real impact.
- It is a simple playbook for everyone to follow and expand further as your purpose implementation will continue.

CLARIFY COMPANY CORE TRUTHS

PURPOSE STATEMENT

A unique combination of your company contribution leading to a specific and highly relevant impact.

CORE TRUTH

- What is a fundamental belief we have as a company – anchored in our purpose?
- What is a core belief of ours that guide our way of thinking, doing and creating impact?

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DATA & EXAMPLES

- What data is backing up this fundamental belief?
- What examples do we have of putting the fundamental belief into practice with real impact?

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MAKING BUSINESS USEFUL