

**HOW CLEAR,
COMPETENT &
COMMITTED ARE
WE?**

INTRODUCTION

Moving in a purpose-driven direction as a company is a serious business decision.

A solid starting point is to look at the current reality to establish a baseline related to three things:

1. How clear are we as a company related to our purpose?
2. How competent are we currently putting our purpose into impact?
3. How committed are we to continue to learn and create a purpose-driven impact?

Begin with these three areas and that will provide enough understanding about current strengths to expand further, and potential gaps that needs more attention going forward.

STEP 1

- Consider the follow first:
- *Who are the right people to give you an honest, deep and insightful understanding about how clear, competent and committed you are?*
- Get those people onboard and invite them in to give all their perspectives from the template on the next page.

STEP 2

- Have all the chosen people to answer the questions individually first before they get a chance to discuss it together.
- It is not the objective that they all agree. Have a broad and diverse pool of inputs, so that you can make informed hypothesis afterwards.

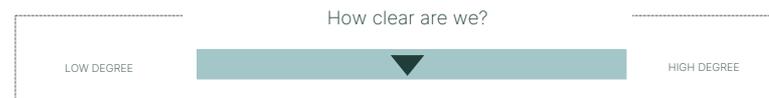
STEP 3

- Based on the insights from all the people involved consider the following:
- *What are they actually telling us that we must pay attention to – and why?*
- *What trends and tendencies in their answers do we see?*
- *What is already working well that must continue or grow more?*
- *Where are we still lacking and what is our respond to that?*

HOW CLEAR, COMPETENT & COMMITTED ARE WE?

HOW CLEAR ARE WE?

- We have an authentic and effective purpose?
- The essence of our purpose is solving an important problem outside of the organisation?
- Our strategy is 1:1 linked to our purpose?
- Our end game is crystal clear?



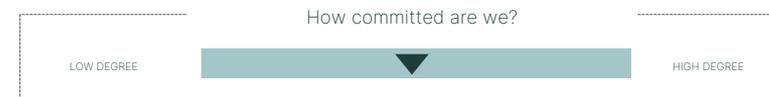
HOW COMPETENT ARE WE?

- We have clear indicators of progress related to our purpose and strategy?
- We make consistent and impactful business decisions based on our purpose and strategy?
- Our board and senior leadership are rolemodels in purpose-driven leadership?



HOW COMMITTED ARE WE?

- All people are trained in understanding and acting on our purpose and strategy?
- Our purpose and strategy are translated into the specifics of every business unit and team?
- We have a 1:1 link between our profits and our purpose?



WHAT DO THE BEST DO?

- They are beyond the discussion if purpose is relevant and are operating as a company anchored in their purpose – in everything they do.
- They are actively and deliberately spending time on this because they know and experience that purpose is the fastest and best way to succeed commercially and being relevant as a company.
- They provide the playbook, training and mandate to everyone in the company in how to contribute to the realization of the purpose and are constantly moving the needle in this area.
- They are providing an end-to-end customer and employee experience anchored in the purpose and the ambitions related to this.
- They are walking on two legs at the same time, securing the commercial engine and impact equally.
- They re-define what the real job of everyone is in the company (Your job is not your role. Your job is the purpose).

**MAKING
BUSINESS
USEFUL**