

FRIDAY

# INSIGHTS ABOUT YOUR PURPOSE

# INTRODUCTION

A purpose statement will have a hard time to create last over time if it doesn't provide the impact needed.

It is very important to do regularly pulse-checks on your purpose to track the impact created and what is still missing in the pursuit clearly defined in the purpose statement.

One of the biggest pitfalls in purpose-driven business is the lack of clarity about the actual meaning of the purpose and how to act on it.

In this tool you'll see what to include when moving from purpose statement – to purpose translation – which is a more detailed description of how to live the purpose.

## STEP 1

- It all begins with an authentic and effective purpose.
- Make sure that your purpose can pass the test of what makes a great purpose. Use our *"What makes a great purpose"* tool to do just that.
- You need to have worked with the purpose in the organisation for a while, so that people have an understanding and also a practical experiences implementing the purpose in their day-to-day work.

## STEP 2

- Include a broad representation of people from the organisation to give their perspective.
- It is very important that as many people as possible provide their perspectives to the team that is responsible for the final draft.

## STEP 3

- Have a dedicated team of people with the responsibility of collecting the insights and turning those into decisions. They report to the board and senior leadership team.
- Test out the conclusions from the team in every business area, making sure that everyone is part of the process and have an important role in the ongoing process.

# KEY INSIGHTS ABOUT OUR PURPOSE

## WHAT ARE PEOPLE SAYING?

- What are the different internal and external stakeholders saying about our purpose (working & not working well)?
- What specific quotes from them are important to highlight and why?
- What do people say about the unique company contribution?
- What do people say about the company end game?

## WHAT ARE PEOPLE DOING?

- What behavior from internal and external stakeholders should we pay attention to related to our purpose implementation and why?
- How do people collaborate around our purpose and why in that way?
- How do people make decision and based on our purpose?

## WHAT ARE PEOPLE THINKING?

- What do we believe people are thinking, based on what they are saying and doing?
- What thoughts from people are important pay even more attention to and why?
- What are people thinking about the company and why?

## WHAT ARE PEOPLE FEELING?

- What emotions do we believe people are having based on what they say and do?
- What are people emotionally connected to and why?
- How do people feel about the company and why?

## SYNTHESIS AND CONCLUSIONS

- What insights can we gather from what people are saying, doing, thinking and feeling?
- What needs are being expressed that we need to pay attention to?
- What hypothesis can we make related to our impact putting the purpose into practice?
- What hypothesis can we make related to what needs even more attention going forward – and why?
- What synthesis and conclusions can we make based on all the reflections above – and what are the 3 most important steps based on that?

# MAKING BUSINESS USEFUL