

THE PURPOSE BASELINE

INTRODUCTION

A purpose statement will not make any difference if it is not used to make day-to-day decisions across the company.

This tool is for everyone in the company, and it especially important for the formal decision makers to make use of, if you have already chosen to move in a purpose-driven direction as a business.

An open mind is required to get the most out of the tool, because it is easy for all of us to make early conclusions without a solid foundation first. Making sure to look at all the input without any judgement is a critical first step and will enable you to see new patterns and trends across all of the data collected.

STEP 1

- Consider the follow first:
- *Who are the right people to give you an honest, deep and insightful understanding the current baseline of your purpose implementation?*
- Get those people onboard and invite them in to give all their perspectives from the template on the next pages.

STEP 2

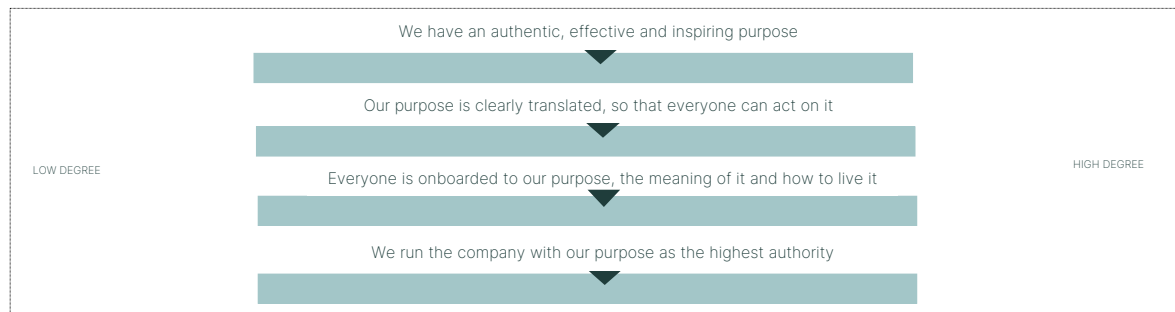
- Have all the chosen people to answer the questions individually first before they get a chance to discuss it together.
- It is not the objective that they agree, but you create hypothesis across their statements afterwards.

STEP 3

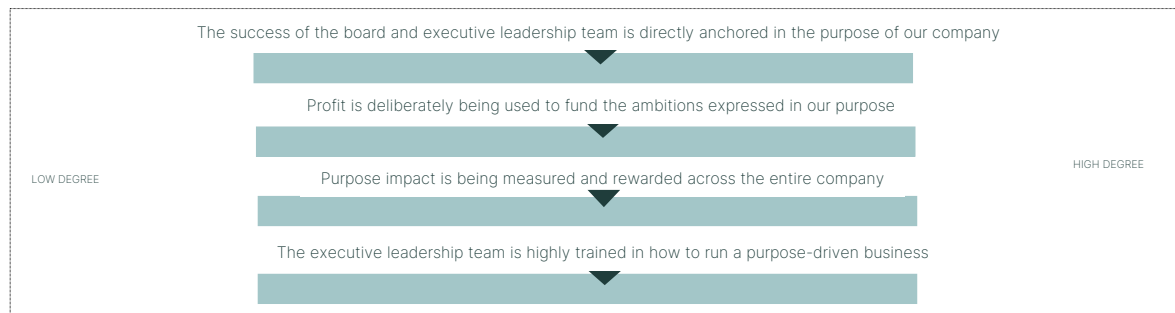
- Based on the insights from all the people involved consider the following:
- *What are they actually telling us that we must pay attention to – and why?*
- *What trends and tendencies in their answers do we see?*
- *What is already working well that must continue or grow more?*
- *Where are we still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

WHAT'S OUR BASELINE? (1/3)

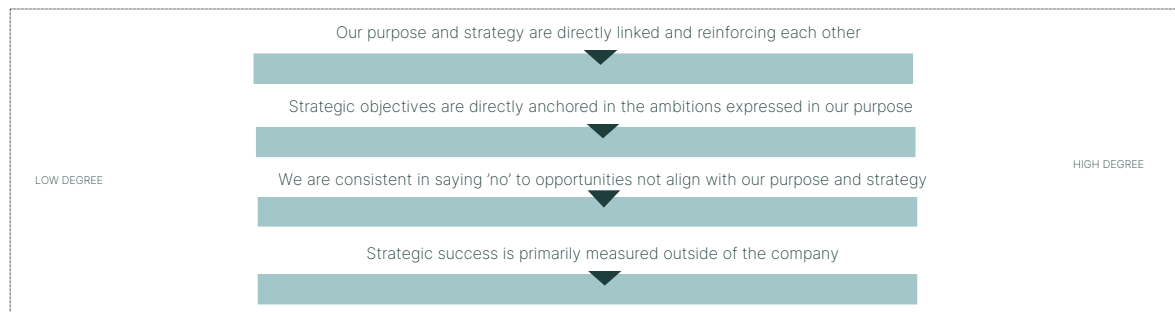
PURPOSE



EXECUTIVE LEADERSHIP



STRATEGY

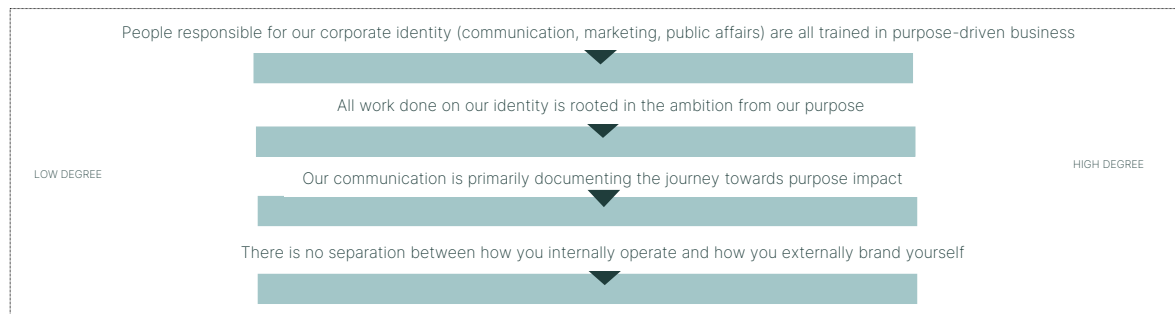


WHAT'S OUR BASELINE? (2/3)

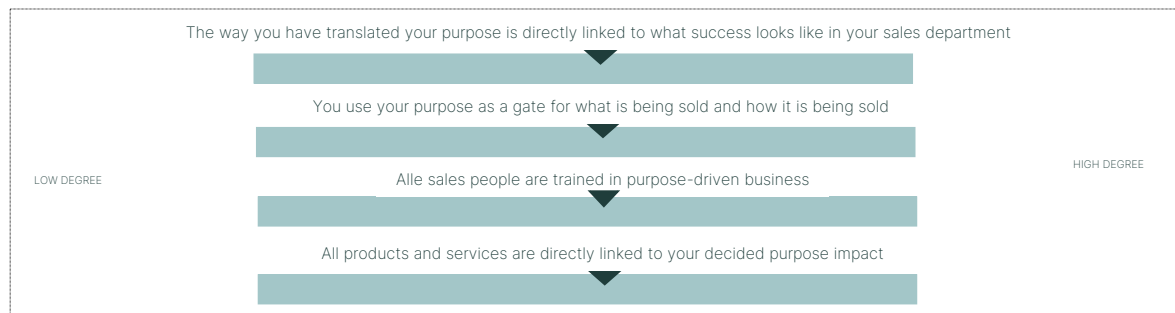
LEADERSHIP



IDENTITY



SALES



WHAT'S OUR BASELINE? (3/3)

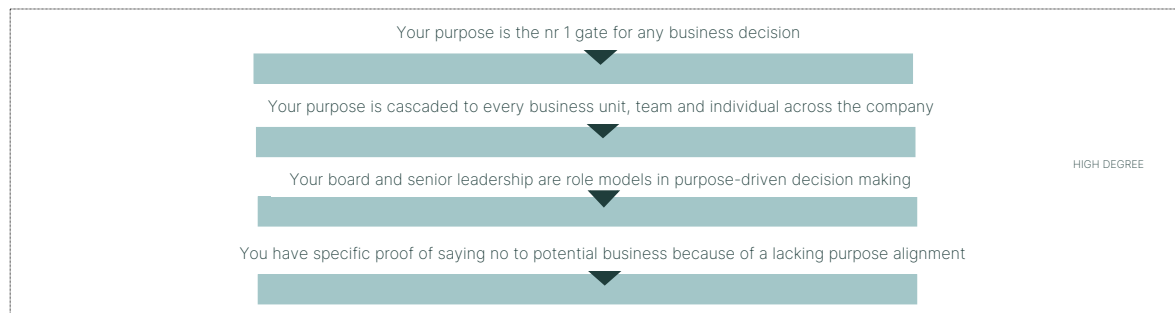
PEOPLE & CULTURE



CUSTOMERS



DECISION MAKING



MAKING BUSINESS USEFUL