

TRANSLATING A PURPOSE

INTRODUCTION

A purpose statement will not make any difference if it is not clearly translated and operationalized, so that everyone have a chance to contribute.

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, and you can use our *"What makes a great purpose"* tool to do just that.

STEP 2

- Include a broad representation of people from the organisation to translate the purpose.
- It is very important that as many people as possible provide their translation ideas to the team that is responsible for the final draft.

STEP 3

- Have a dedicated team of people with the responsibility of making the actual translation, and make sure that the people in this team are diverse in the way they think, work and are located in the organisation. They report to the board and senior leadership team.
- Test out drafted versions on the the translation in every business area, making sure that everyone can see how they can contribute to the purpose and act on it – in everything they do.

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PURPOSE STATEMENT

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

TRANSLATION OF WORDS

- What does each word specifically mean to us?
- How should we translate the words, so that everyone in the organisation can understand them and act on them?

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FROM INTENTIONS TO ACTIONS

- How do we choose to specifically live our purpose?
- What specific and committed actions will tell us we are truly living our purpose?
- What is the behavior we want to see?
- What is the behavior we don't want to see?

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MAKING BUSINESS USEFUL