

# WHAT MAKES A GREAT PURPOSE?

# INTRODUCTION

A corporate purpose used to be the icing on the cake.

Something on the side of the business used for marketing campaigns, public affairs initiatives and communication projects.

A truly modern and relevant company is not using purpose as the icing on the cake, but instead turning the purpose into the actual cake.

If you are serious, there is no distinction between what you are doing as a company and what your purpose is telling what you are all about. You are not externally branding yourself in a certain way – and internally doing something else. You have one clear ambition that is lived in everything that you do.

## STEP 1

- It all begins with an authentic and effective purpose and a good starting point is have a few versions of a potential purpose, if you are in the early phase as a company.
- Remember – a purpose is usually not created – but decoded instead. You already have a history and track record showing what you are all about. Do you want to stick to that or slightly change it?

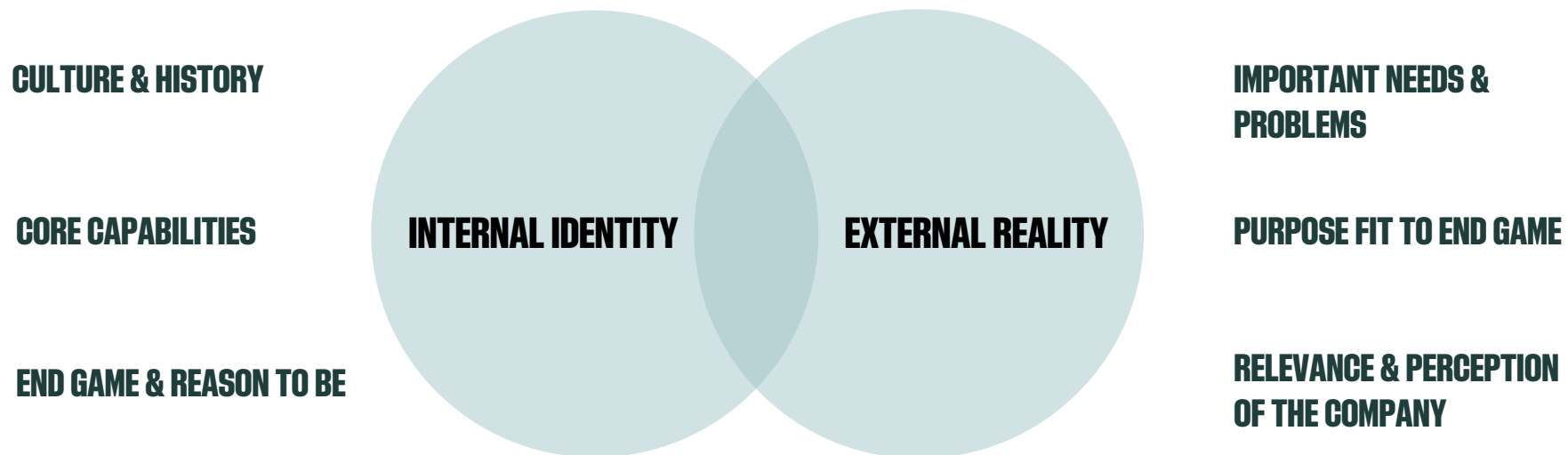
## STEP 2

- Include a broad representation of purpose from the organisation to provide perspectives on an effective and authentic purpose statement.
- It is okay to have 2-3 potential statements that you test using this tool.

## STEP 3









- Have a dedicated team of people with the responsibility of making the actual purpose statement, and make sure that the people in this team are diverse in the way they think and work. They report to the board and senior leadership team.
- Test out drafted versions on the purpose statement across the organisation, so that you from a very early stage, start implementing a purpose-driven way of thinking and acting.

# WHAT IS A CORPORATE PURPOSE?



# WHAT MAKES A GREAT PURPOSE?

Every company purpose is unique but there are certain elements to consider regardless of industry, size of company and level of ambitions. Below you'll find a range a criteria to test your initial purpose statements up against, making sure it will be effective, inspiring and lasting.

<p><b>AUTHENTIC</b> Look backwards on historical and defining decisions – and look forward on your aspirations in the future.</p>	<p>To what degree is the purpose and authentic description of who we are as a company?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>DIRECTION</b> To deliver a clear impact- a clear direction is needed that everyone can understand and act on.</p>	<p>How much does the purpose set a clear a direction that can lead to impactful actions?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>INSPIRING</b> A purpose should be logical and make sense, as well as being emotional and create excitement for people to commit.</p>	<p>How much does the purpose create positive emotions and engagement?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>SUPERPOWERS</b> Extraordinary things will not happen if we focus most of the time on the ordinary.</p>	<p>To what degree is the purpose linked to what we are exceptionally good at and find engaging?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>OUTLOOK</b> For a company purpose to be truly aspirational it can not be about the company, but about the impact outside of the company.</p>	<p>How much is the purpose 'for the world'?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>LONG TERM</b> A great purpose is within sight but out of reach, and will transcend the current societal, economical and trends.</p>	<p>How robust is our purpose – both now and later?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>ACTION</b> Most things happens through clarity and consistency. Action will always be a better idea than just an opinion.</p>	<p>To what degree does the purpose inspire and lead to action right away?</p> <p>LOW DEGREE  HIGH DEGREE</p>
<p><b>IMPACT</b> A clear and ambitious end game is a must for a purpose-driven company. here must always be something important to fight for.</p>	<p>To what degree is the clarity of the impact we are striving for?</p> <p>LOW DEGREE  HIGH DEGREE</p>

# MAKING BUSINESS USEFUL