

Nailing Down the Elusive Higher Purpose of Your Business

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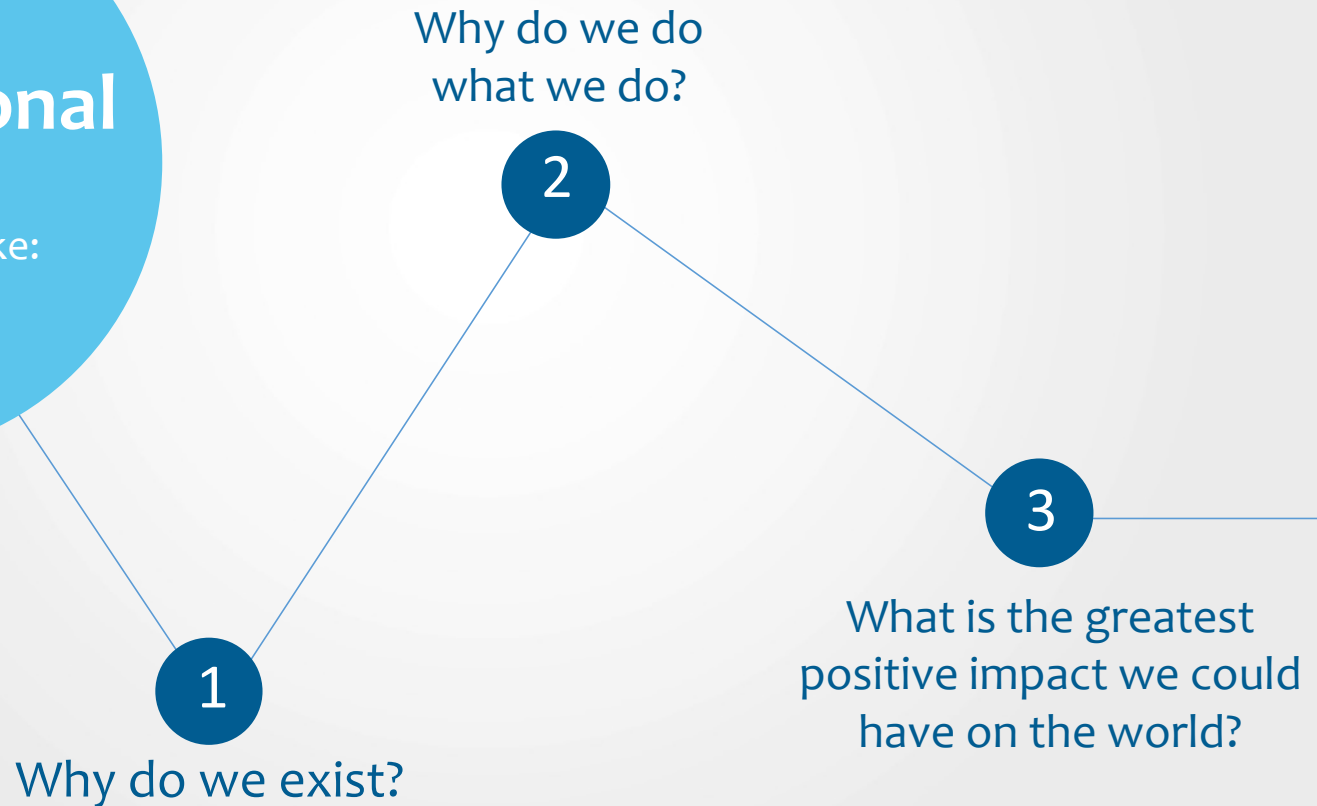




The Purposeful Leader

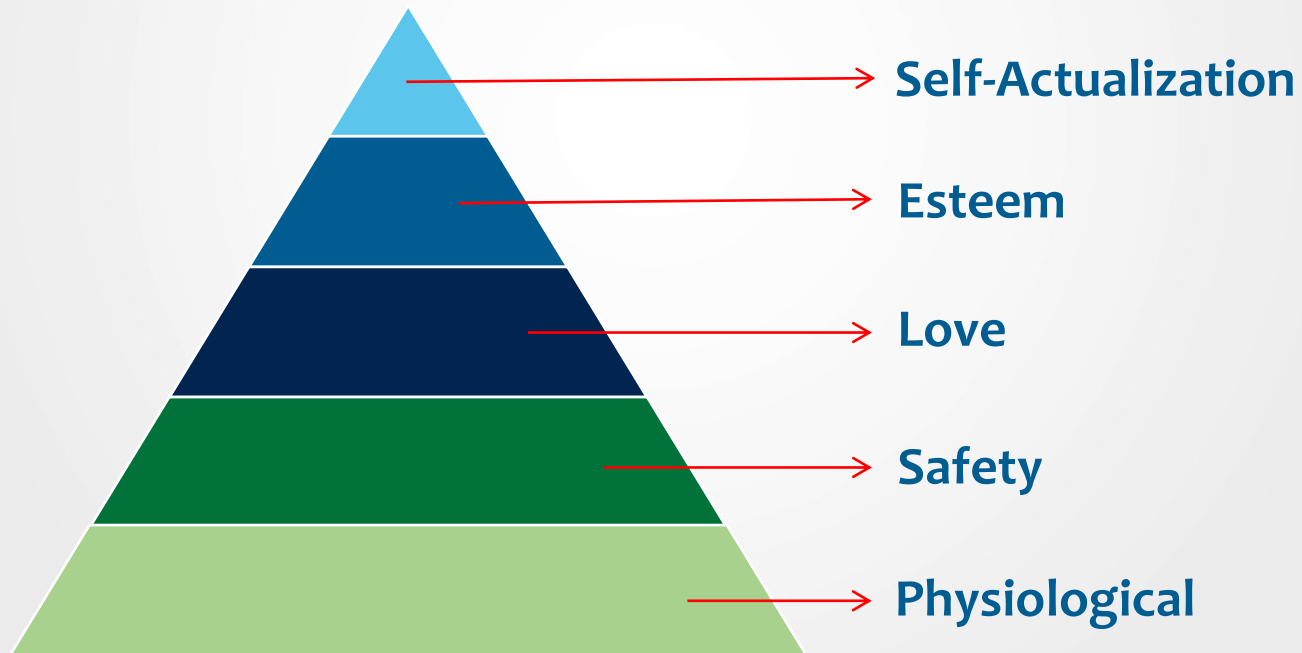
Organizational Purpose

Answers questions like:





Maslow's Hierarchy of Needs





Do You Find or Create a Purpose?

- The “find” frame
- The “create” frame





Methods for Finding or Creating a Company's Purpose

- Accidental methods
- Indirect methods
- Direct methods

Company Purpose





Accidental Methods

- Spontaneous revelation
- Ask and wait
- Dark night of the soul





Indirect Methods

- Trial and error
- Creative construction
- Connect the dots





Facilitating Creative Brainstorming

1. Create a safe and fun environment
2. Brainstorm! Make sure crazy ideas are encouraged.
3. Test the results for reaction
4. While wordsmithing, test every edit for changes in impact





Facilitating Connect-the-Dots

1. Create a list of purpose questions.
2. Have people answer the questions.
3. Repetitive “why” questioning
4. Identify patterns and high-impact responses
5. While wordsmithing, test every edit for changes in impact





Direct Methods

- Meditation
- Prayer
- Active imagination





Purpose Approaches: Who Should Participate?

- Leader(s) only
- Leadership team
- Cross-functional team
- Organization wide
- Subsidiaries and divisions





Company Purpose Examples

- “Maximize shareholder value”
- “Make excellent sealant products”
- “Be the leader in the men’s grooming products market”
- “Grow by 200% in the next three years”





Company Purpose Examples

“Our mission is to achieve or enhance clear leadership, worldwide, in the existing or new core consumer product categories in which we choose to compete.”





Company Purpose Examples

“Our mission is to create harmony between people, their community, and the Earth.”





Company Purpose Examples

“We surface hidden treasures in your ocean of data. Our mission is to transform the way the world benefits from data. Data is the goldmine of the 21st century. You can’t ignore it. Uncover the true meaning of your data.”





Company Purpose Examples

“We are a positive glow of love, joy, respect and goodwill. We unleash and develop people to their maximum potential and empower them to transform the world. Our mission is to make society the best it can be.”





Company Purpose Examples

“We seduce people into right relationship with power. Our mission is to end the utility of the management hierarchy; reveal new ways of organizing that are so comprehensive, so universal, and so exquisite, that they evolve humanity’s relationship to power.”





Company Purpose Examples

“We are Love in motion. We illuminate and inspire souls and awaken consciousness with daring love that produces transformation and union with the heart. Our mission is to give the light of freedom to the hearts of the world.”





The Purposeful Leader

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“Success, like happiness, cannot be pursued: it must ensue... as the unintended side effect of one's personal dedication to a cause greater than oneself.”

Viktor Frankl

(Austrian psychiatrist and Holocaust survivor)



Thank You