

Revealing a Truly Inspiring Company Purpose: A Real-time Practicum

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Organizational Purpose

- What is a company purpose?
- What are the benefits of having one?





Methods for Finding or Creating a Company's Purpose

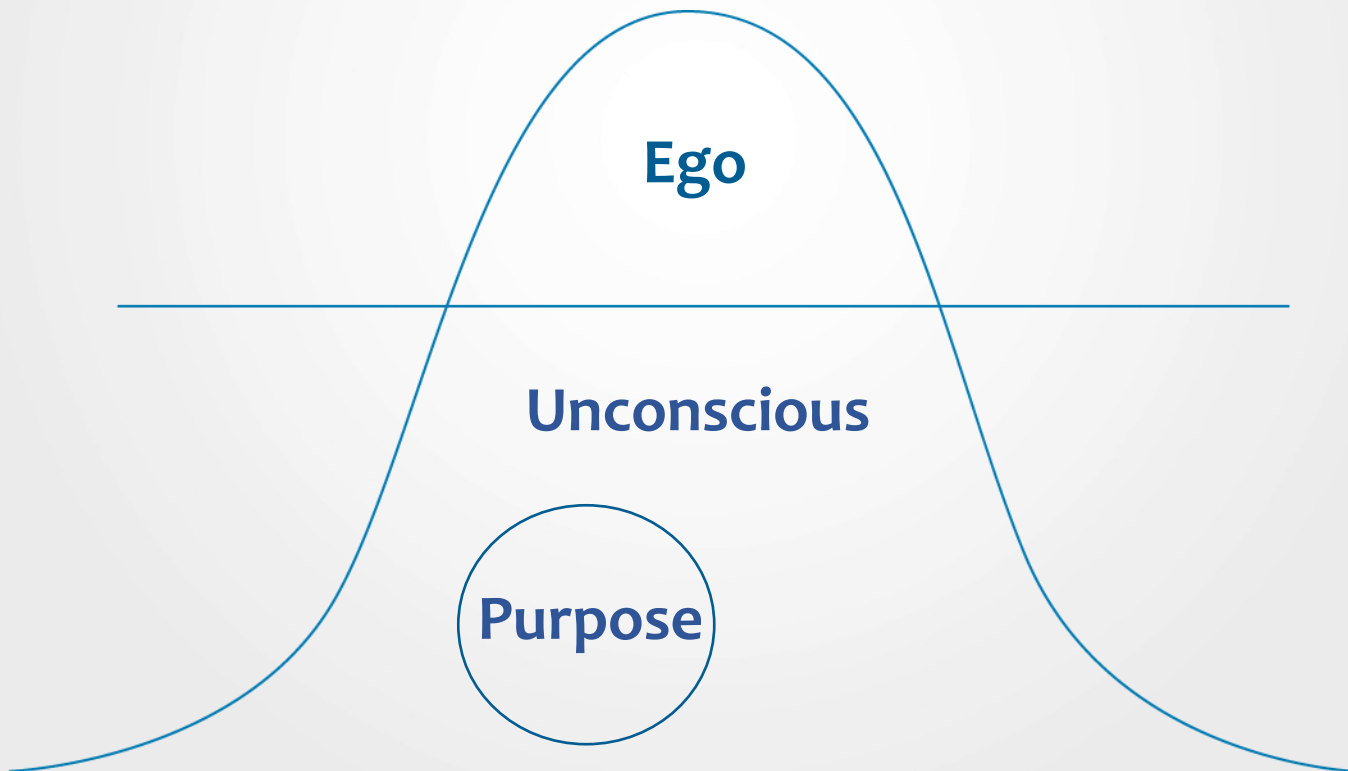
- Accidental methods
- Indirect methods
- Direct methods

Company Purpose





The Psyche



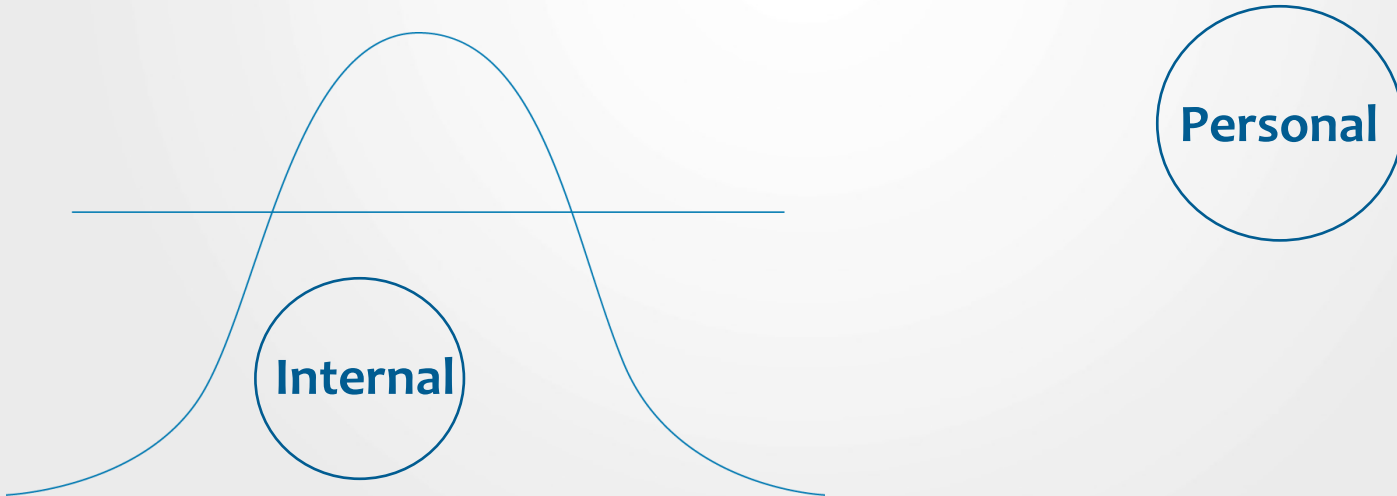


Trusted Sources

Universal

Personal

Internal





Direct Methods

- Meditation
- Prayer
- Active imagination





The Purposeful Leader

Dealing with Fears





The Purposeful Leader

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“Everyone has been made
for some particular work,
and the desire for that work
has been put into every
heart.”

Rumi



Thank You