

# Connecting with purpose – because purpose matters more than ever

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What is 'purpose'?

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# Purpose is

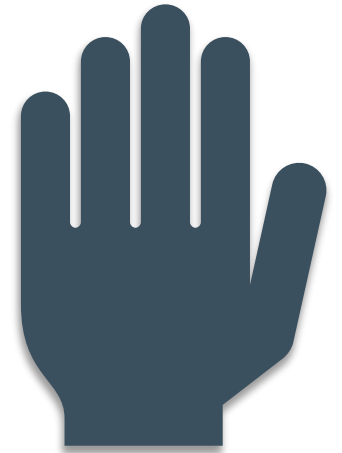
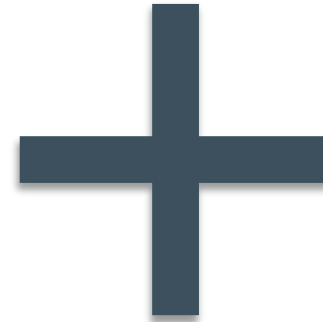
- The reason the organisation exists
- The 'Why?'
- An anchor for everything else
- Litmus test for decision making
- Potentially always just out of reach

*"Motivation comes from working on things we care about.  
Our purpose, our why"*

Sheryl Sandberg, COO Facebook



# How purpose lives out



# Breakout

## Task

- Speak with your partner about purpose
- If you have already have defined a personal purpose, share that
- If not, don't worry. Share some the things that are important to you in the context of work

## Logistics


- Random groups of 2
- Your discussion should be confidential

## Timing

- You have 8 minutes for your discussion

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Why is purpose important for you personally right now?

 Start presenting to display the poll results on this slide.

# Why does purpose matter to organisations right now?

*“COVID has catapulted **purpose** up the corporate agenda, rather than the reverse. Companies with a clear sense of **purpose** have used it to guide their response to the crisis. That's really helped them to make difficult decisions quickly, fairly and transparently.*

Emma Cox, PwC Partner

*“Locking down’ most of the world’s economic activity will profoundly change how organisations set and execute strategy. It will cause many organisations to fundamentally reconsider their **purpose**, value propositions and markets, to reconsider the future of work and the leadership and capabilities that they will need in future.”*

Institute for Sustainability Leadership, University of Cambridge

Purpose driven stewardship can support cost reduction

Alignment on purpose creates strength when times are tough

Enables growth through customer loyalty & trust


Helps win the ‘war for talent’ & creates better places of work

Purpose can improve the balance sheet



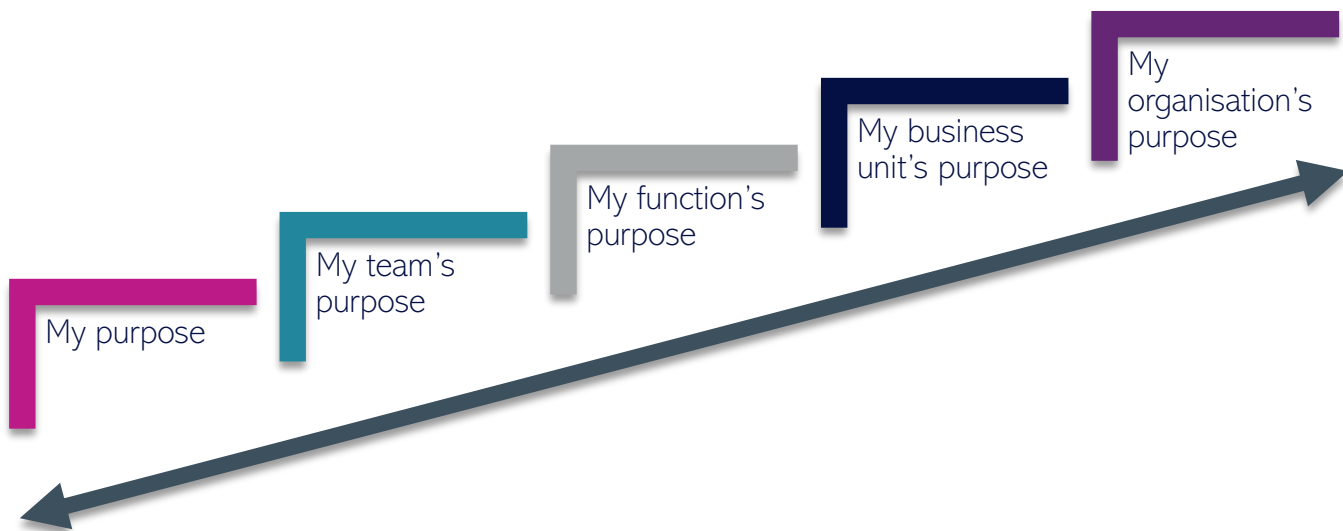
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How clear are you on your organisation's purpose

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# Line of sight

## Aligning you, your team and the organisation



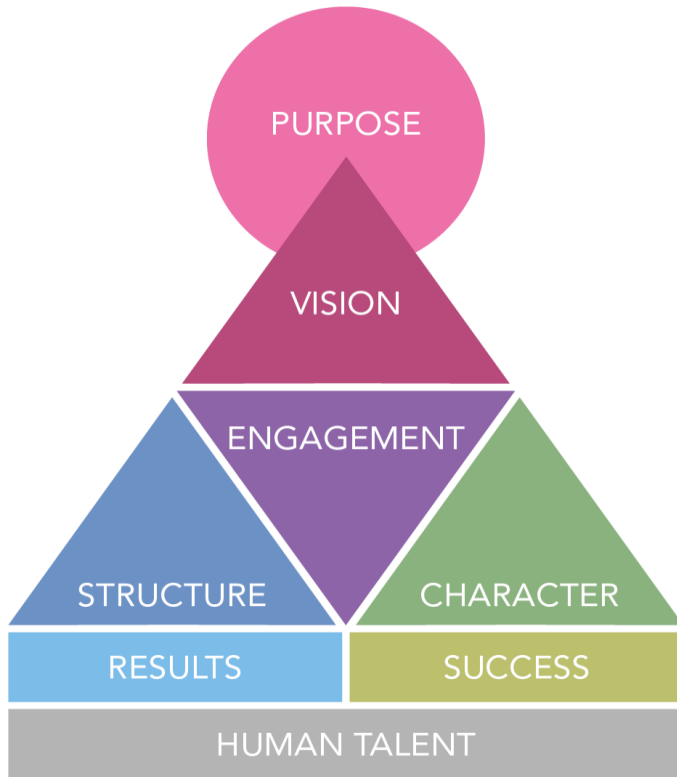
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What gets in the way of aligning purpose?

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# PRIMEFOCUS™ – a framework for alignment

PrimeFocus™



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- The organisation pointed at its **Purpose** which is intersected by the organisation's **Vision**
- The organisation is represented by 4 deltas/triangles (**Vision, Structure, Engagement & Character**) representing elements that are often in a state of change but must remain in balance with each other
- **Results** and **Success** sit outside the organisation as they are the products of moving the organisation toward and fulfilling its **Purpose**
- **Human Talent** is the basis upon which the organisation is built

# Breakout

Consider the insights you gained from completing your free PrimeFocus™ assessment ahead of this workshop

## Task

- Define what steps you will take to better align purpose between yourself and your team; or your organisation

## Logistics

- Random groups of 3

## Timing

- You have 15 minutes for your discussion and to reach your conclusions

## Output

- If called upon, be prepared to share some of your insights or proposed actions

Your questions?



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# Audience Q&A Session

 Start presenting to display the audience questions on this slide.

# SO WHAT?

Creating the conditions which help your people thrive will have a direct affect on performance

What you can do now

COMPLETE THE PRIMEFOCUS  
ASSESSMENT

ACCESS LEADERSHIP  
DEVELOPMENT RESOURCES

SCALING TALENT PROSPECTUS

GET IN TOUCH  
[liz.clarkson@primeast.com](mailto:liz.clarkson@primeast.com)

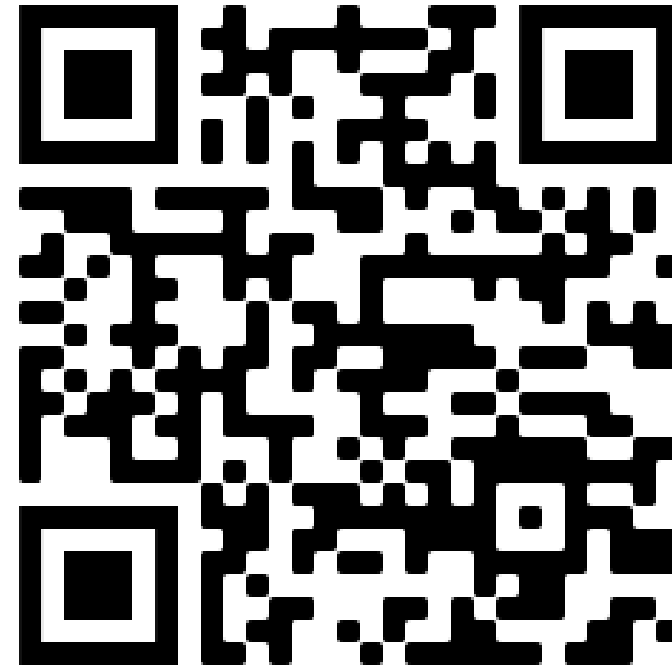
IF YOU USE ANY OF THE RESOURCES WE'VE PROVIDED WE'D LOVE TO HEAR FROM YOU HOW THEY HELPED, WHAT DIFFERENCE IT HAS MADE

WHATSAPP ME:  
Liz 07495 570831



# FEEDBACK

Please complete the feedback form by scanning the QR code



# THANK YOU

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