

Organisational purpose: **A snapshot.**

Defining your purpose in the New World of Work.

An organisation's purpose is more than just a statement - it drives strategy and structure, decision-making, recruitment and employee development, as well as customer and stakeholder relationships - its influence permeates all aspects of the organisation.

What is a purpose statement?

Purpose is outward-focused in a way that makes people connect with your organisation on an emotional level. By finding a way to express an organisation's impact on the lives of customers, clients, students, patients etc. you can build that connection, and truly inspire your workforce.

A purpose statement must be:

- > Be customer-external focused
- > Be aspirational, motivational, inspirational, authentic and emotional
- > Stand the test of time
- > Take social/human impact into consideration as well as corporate objectives
- > Be practical
- > Act as a guideline for standards.

Organisations with purpose have:

- > Stronger employee engagement
- > More talented team members
- > Higher engagement
- > Better business success
- > Outperform the competition

Examples of purpose:



Enrich, Not Exploit.



Bring inspiration and innovation to every athlete* in the world

*If you have a body, you are an athlete.



To organise the world's information and make it universally accessible & useful.

Stock market benefits:

15x
more brand performance

The stock of wellknown brands performs 15 times better than the overall stock market because of a strong sense of purpose.

Outperform the competition

Over a decade-long period, purposeful companies outperform their counterparts in stock price by a factor of 12.

Customer benefits:

75%
of CEOs

Three quarters of CEOs believe purpose creates short and long-term value and customer retention.

2x
share of wallet

When customers are aligned with a brand promise, they give that brand twice as much share of their wallet.

Engagement benefits:

Better business performance

Three quarters of CEOs believe purpose creates short and long-term value and customer retention.

An engaged workforce

When customers are aligned with a brand promise, they give that brand twice as much share of their wallet.

Key facts:

of CEOs are confident that purpose is a guide for decision-making.

83%

of consumers believe performance is best over time if purpose goes before profit.

87%

of millennials base buying decisions on positive social efforts of a company.

87%

of executives said organisations with purpose will have employee satisfaction.

89%

"Leaders die, products become obsolete, markets change, new technologies emerge, and management fads come and go, but core ideology in a great company endures as a source of guidance and inspiration."

James Collins, co-author of *Built to Last*