Who has a purpose?

How do you feel about it?
Two global statistics.

80% of CEOs believe they have a strong organization purpose

35% of CEOs believe they are activating their purpose
Take 5 minutes and jot down your thoughts to these three questions as best you can.

1. What will your organization look like in 5 years?

2. How would you describe the culture needed to deliver on that?

3. What are the 2-3 business moves or initiatives needed to deliver on that?
The role of PURPOSE in a broader tool set

In addition to purpose, companies have three other core cultural tools. They should be crafted carefully and embedded methodically into the culture in order to drive growth.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Declares why an organization exists – it’s the reason for being.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision</td>
<td>A view of what the company will accomplish over a certain time period in order to deliver on its purpose.</td>
</tr>
<tr>
<td>Mission</td>
<td>What the company does day in and day out to serve its customers in a way that brings Purpose to life and draws the Vision ever closer.</td>
</tr>
<tr>
<td>Values</td>
<td>The herald for how cultures behave, and therefore must be defined from deep thoughtfulness and with ownable language in order to help companies deliver on their purpose.</td>
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We have recently "re-tooled" our set for Joe Smith and are using them now to re-focus our strategy over the coming months.

Our Toolset

Purpose
Make meaning.

Vision
A marketplace filled with companies driven by purpose, rich with meaningful experiences and filled with inspired employees.

Mission
Help companies understand what people value, then create the meaningful products, services and cultures that can serve those values. We help companies grow with more speed, innovate with more focus, and ultimately work with more purpose.

Values
- Wonder and wander.
- Work brave.
- Build trust.
- Walk in their world.
- Own it and act on it.
- Think as many.
- Create magic. (our special sauce)
PURPOSE
Creating a world where anyone can belong anywhere.

VISION
Belong anywhere.

MISSION
Help create a world where you can belong anywhere and where people can live in a place, instead of just traveling to it.

VALUES
- Champion the mission.
- Be a host.
- Embrace the adventure.
- Be a cereal entrepreneur.
PURPOSE
To unite the world through sport to create a healthy planet, active communities and an equal playing field for all.

VISION
Remain the most authentic, connected and distinctive brand.

MISSION
Bring inspiration and innovation to every athlete in the world. *If you have a body, you are an athlete.

VALUES
- We dare to design the future of sport (innovation)
- A team that’s empowered, diverse and inclusive (teamwork)
- The world is our community (social impact)
- Protecting the future of sport (sustainability)
## ASSESSING YOUR TOOLBOX

<table>
<thead>
<tr>
<th>Tool</th>
<th>Exists? (circle one)</th>
<th>Well defined? (circle one)</th>
<th>Referred to or used... (circle one)</th>
<th>List 2-3 things you could do next to take better advantage of your toolbox.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPOSE</td>
<td>YES</td>
<td>YES</td>
<td>DAILY MONTHLY WEEKLY QUARTERLY NEVER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>NO</td>
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**MISSION**
What the company does day in and day out to serve its customers in a way that brings Purpose to life and draws the Vision ever closer.

**VALUES**
The herald for how cultures behave, and therefore must be defined from deep thoughtfulness and with ownable language in order to help companies deliver on their purpose.
## ACTIVATING YOUR PURPOSE

<table>
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<tr>
<th>ASSESS</th>
<th>ACT</th>
</tr>
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<tbody>
<tr>
<td>How is purpose being used to drive your strategic business initiatives?</td>
<td>What strategic initiatives would you add, change or remove if you re-evaluated all your priorities through the lense of your purpose?</td>
</tr>
<tr>
<td>How has your purpose shaped the language of your values?</td>
<td>What values would you add, change or remove if you re-evaluated them through the lense of your purpose?</td>
</tr>
<tr>
<td>What will you start (or stop) doing THIS MONTH to more effectively activate your purpose?</td>
<td></td>
</tr>
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Q&A