



“When you dance, your purpose is not to get to a certain place on the floor. It's to enjoy each step along the way.”
Wayne Dyer

A well articulate purpose helps all your people to unify with a strong sense of value. They will enjoy their jobs more and feel that what they do matters. And in doing so you inspire your customers to connect with you in such a way that sparks loyalty and advocacy which is so important in today's crowded marketplaces.

The secret to success is not just about a focus on the numbers and efficiency. A recent study from Korn Ferry showed that companies with teams focused on their organisation's purpose had annual growth rates nearly three times the annual rate for their entire industry.

According to the survey, 90% of people who worked in a purpose-driven organisation reported feeling engaged in their work. In companies that aren't as focused on purpose, only 32 percent of employees reported feelings of engagement and connectedness with the work they were doing. So you can see there is a significant link between purpose and engagement. And when people are engaged they are able to do more with what they have. They will perform beyond expectations.

But practically, how do you accomplish this?

Think beyond product or service. Whether you are the CEO or Department Head you should be able to explain...

WHY THE WORK YOU DO IS IMPORTANT.

Businesses exist to make a profit, but they also exist to make a difference. Through work, individuals can make a difference and be part of a meaningful legacy. Here's a few examples:

- LEGO inspires children to build a better future
- IKEA makes sustainable living a possibility
- PATAGONIA teaches people to appreciate their environment
- SONY to inspire and fulfil your curiosity

If you are a Department Head make the contribution of your team meaningful - think how does what you do make a difference to your customers? It can be really hard for someone in IT or Accounts (as examples) to tap into their hidden resourcefulness without this. Think about the famous example of JFK and the Janitor who told the President he was 'helping to put a man on the moon'. What difference is your team making and how?

Then make this as simple and inspiring as possible. Make it visible and talk about it often. Link objectives to it and explore opportunities for continuous improvement based on it in every team meeting.

Most of all have fun with it. If it's inspiring enough that shouldn't be hard to do!