

CONSILIO

Love your work.

WHAT'S MORE IMPORTANT THAN PURPOSE? APPROACH

PURPOSE ANSWERS THE QUESTION:

*What would the world lose if your company disappeared?
It's the core reason for existing and its resulting positive
impact on the world.*

Purpose v. Approach

What is your **PURPOSE**?

What is your **APPROACH**?

Are they **ALIGNED**?

List 3 things in each category you consistently VALUE,
REWARD, and CELEBRATE:

1. VALUE -

2. REWARD -

3. CELEBRATE -

These will become your approach to HOW work is done
and the guiding force in achieving your PURPOSE.

FACTS

- Less than 40% of the leaders say their company had articulated a strong sense of purpose.
- Only 28% of employees feel connected to their companies purpose.
- A majority of employees do not feel their company lives out their purpose.
- Less than 10% of employees can describe behaviors that directly support the company's purpose.
- Companies with a clearly defined sense of purpose are up to 50% more likely to expand into a new market successfully

IS IT RELEVANT?

An inspiring purpose includes:

- The purpose matters to you.
- The purpose is bigger than you.
- The purpose is future focused.