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The secret purposeful companies know.

Is your purpose working for you?



Purpose is why your organisation exists.

It should inform your company values, determine your ambitions and guide business decisions.

Your purpose statement is more than simply words on a page. It provides organisations and colleagues with a shared structure. It's a shorthand language and the rule book upon which to make decisions, behave and be. Think of purpose like a filter through which your business sees the world and finds its place in it.

But what purposeful companies know – and non-purposeful ones don't – is how to clearly and articulately explain why they exist. They know what their role is in relation to their people, their customers, and their place in the world.

This purpose flows through every aspect of the business to create a resilient workplace culture, often doing the opposite of making money for a select few to embrace multiple winners...

- Colleagues gain secure employment, stimulating work, personal growth and more that support retention.
- Clients and customers get best-in-class products and services when they need them most.
- The employer brand benefits from motivated employees and a loyal customer base to support their future plans.

Making a better world of work.

To have a successful purpose-led company, you've first got to consider individual purpose. It's a powerful part of the overall employee value proposition (EVP) that connects with existing colleagues and those being recruited. Those organisations that don't fully consider their EVP risk falling behind those that do.

When you build an employee value proposition that clearly displays individual purpose, it creates a better world of work for everyone. Employee's working lives are made simpler and more rewarding through targeted activations, while HR and people management teams can design and deliver in line with your wider purpose to build further momentum.

FOUR KEY CONSIDERATIONS FOR INDIVIDUAL PURPOSE:

01

Individual purpose enhances the experience of work — how are you helping your people find meaningful activities to engage with?

02

Individual purpose is linked to internal motivation. Are there passion projects at work that your people can influence for good, such as connecting local communities or working on climate change?

03

Individual purpose has large, generational differences — the things people care about are shifting, and they are increasingly looking for work that supports social and environmental causes.

04

Individuals thrive in different cultures, and different cultures want different things from a purpose statement. You must consider purpose in context with culture. But first, you must understand your culture.

QUESTIONNAIRE

Surfacing your purpose.

Unfortunately, you can't just create a purpose. But that's because it will already exist within your employer brand. You simply need to surface it.

Doing so requires a healthy dose of empathy, and empathy stems from curiosity, so the best place to start is where all curious people being – by asking the right questions. You can use this questionnaire within a workshop or working session with key stakeholders to help uncover your purpose.

PURPOSE AND ME

Focus on what guides your internal purpose and how that shows up within your work as well as the wider business.

- At X, we should feel proud of ...
- I believe that everything we do is, ultimately, in service of ...
- Whatever the future holds, we will always ...
- X inspired me to join this company ...
- Y makes me stay ...
- What's most important to you to have in your work? List three things.

PURPOSE AND OUR BUSINESS

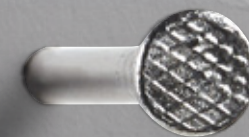
Consider the business from wider perspective, such as how customers or competitors may view your purpose.

- What do we do better than anyone else in our marketplace/competitive set?
- How could having a purpose differentiate us in the market?
- What do you think having a purpose could mean to our clients/customers?
- What should we always protect and retain about our business?
- What do you think we need to change in our organisation?
- Describe a time you've seen our company at its best
- Describe in up to three phrases what you see your colleagues doing when they're inspired by a new purpose.

Nailing your purpose statement.

Once you've worked through those questions, start to find commonalities and areas that ring true for everyone within the session. These will help to identify purpose that resonates across your organisation, which you can then build out into a wider purpose statement.



Then you can start to iterate on this, ensuring it's doing what it's supposed to - informing the ways people make decisions in the organisation and igniting them each and every day. Most importantly, it must be short, sharp and memorable. Those few simple words will speak volumes to those in your organisation. That's how you amplify purpose.



WANT MORE SUPPORT?

Our culture and insights experts can help you unearth and land your newly-surfaced purpose. And if you want to dive deeper into your culture, so you can consider how purpose fits within it, we've got a specific tool to do just that. All you need to do is drop us a line.

Find out more: hello@scarlettabbott.co.uk

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