

**SHARED  
PURPOSE:**

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**PURPOSE  
MEETS SOUL**

Objective:

Align leadership teams  
behind a Shared Purpose  
so as to ensure high and  
sustainable levels of value  
delivery & performance

**From:**  
*Soul-less Participants*

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**To: Soul Leaders**

## THE 4 KEY TRANSFORMATIONAL COMPONENTS

**Clarity**  
(shared meaning)  
of Purpose

**Unity**  
(behavioral) in  
pursuit of Purpose

**Potency**  
(impact, relevance  
& momentum)  
in delivery of  
Purpose

**Accountability**  
(personal &  
collective) for  
managing the  
implications of  
Purpose delivery.

The methodology is structured around four key transformational components

### Takeaways

- This module is designed to accelerate leadership/senior management teams' delivery of their Purpose by creating individual and collective ownership and interdependence.
- Teams report that the experience is inspirational because it transforms their ability to overcome obstacles such as operational/financial pressures, internal politics, silos, client demands, competitor activity etc. and to act in unison to produce results.
- It also provides them with a clear and consistent strategic narrative in relation to their destination and a detailed path to guide them – and their people - there.

THE EXPERIENCE	DAY 1	DAY 2
MORNING	<p>Client Purpose: Two clients &amp; one category influencer (pre-selected by the team) share their strategic, future facing narratives. The team debate the implications &amp; reconsider their Purpose accordingly.</p>	<p>The 'Internal' &amp; 'External' teams reflect on their respective content. Which elements were the most compelling &amp; potent? Together, they then define their Purpose.</p>
AFTERNOON	<p>The team split &amp; work on the Internal &amp; External 'Purpose Building Blocks' respectively. They then share &amp; debate their content. This component is designed to generate shared meaning of Purpose, leading to unity of behavior going forward.</p>	<p>The teams' brief now is to 'operationalize' their Purpose. Their focus is on shared &amp; personal accountability. The Purpose is then shared with the 'Influencers' (a cross-functional group drawn from all sectors &amp; levels of the organization). This session acts as the 'hand-over' to 'Shared Understanding'</p>
DELIVERABLES	<p>Purpose Infrastructure: Shared Meaning &amp; Unity of Purpose</p>	<p>Compelling Purpose Narrative: Personal &amp; Collective Accountability</p>