

YOUR GUIDE TO

Crafting Individual + Organizational Purpose



Why Purpose

What gives your life meaning? Purpose is defining your “why”, your sense of importance and impact in your personal life and organization.

Finding Your Why



“Most people are not inspired by what a company does or how it does it. They are inspired by why they do it. The “Why” is articulated by the company's purpose .”

Start with Why, Simon Sinek

Individual Purpose

Six step process to finding individual purpose.

1 Consider what matters most to you

Define 3 core values that you care about most and why they matter to you.

2 Consider the people you admire

We all have people we admire. Identify those people in your life and pay particular attention to how they approach challenges and what their values are.

3 Take "the headstone test"

Take "the headstone test". What do you want your epitaph to say?

4 Roles + Goals

Make four columns detailing your roles in life, goals to accomplish for each role, and a realistic timeline to achieve those goals.

5 Craft your statement

Assemble your most valued goals into an overall life purpose statement.

6 Post your purpose

Post your purpose in a place you will see every day. Make sure you can easily recite your purpose to yourself and others.



Download Worksheets



A person wearing a blue and white checkered shirt is sitting at a wooden desk, typing on a laptop. On the desk, there is a blue mug, a book titled 'THE STARTUP', and some papers. A green plant is visible on the left side of the desk. The background is a white brick wall with a large window. A large, semi-transparent white rectangle is overlaid on the center of the image, containing a quote and the text 'TUESDAYS WITH MORRIE'.

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"The way you get meaning out of life is to devote yourself to loving others, devote yourself to the community around you, and devote yourself to creating something that gives you purpose and meaning."

TUESDAYS WITH MORRIE

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“I ensure that rights are upheld.”

“I ensure that all women have equal rights and access.”

Case Study: Best Statement Wins

How to Engage Your Leaders to Connect to Purpose

Brian Tarallo, organizational facilitator, explained his process when defining purpose for a government agency.

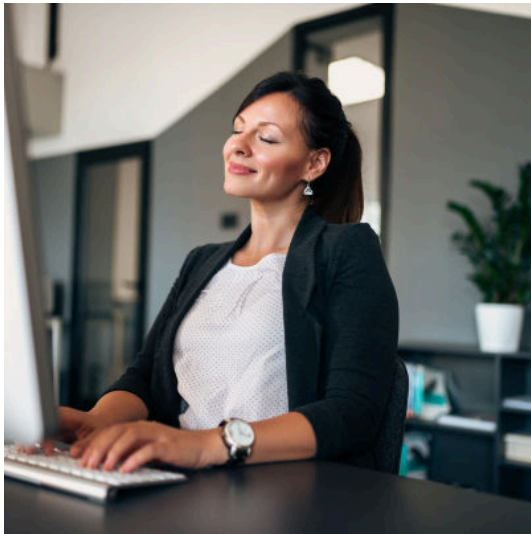
The Exercise? Vote on “Best Statement Wins”.

How Does it Work? Leaders came up with the best statement that describes the purpose of their agency.

What Statement Ended Up Winning? “More Birthdays.”

Why? The reason that it won is because, ultimately, that's what the organization was all about. The whole experience of being with family, celebrating together– if they are successful in achieving their goals, they will have more birthdays.

How to Get Your Leaders to Adopt? Prompt your leaders by asking them: “Given your role, how does what you do ensure more birthdays?” Then ask them to share with others how what they do connects to their purpose. Personalizing your purpose makes it come to life.



Best Practices: Bringing it to Life

Don't create by committee

Select your best writers or leaders to craft this statement for the organization.

Don't create doubt

When the statement has been crafted, ask your leaders to apply it. Don't ask them if they resonate with the statement. If it's open to debate, your leaders can avoid coming on board.

Ask your leaders to apply the statement in the work they do

Each leader should be prompted to personalize this statement and should be able to reiterate it to their teams.

Avoid vague or standard statements

Following a formula can create a statement that is disconnected from your people. Find the right statement that sparks a heart response in your leaders.

Examples



To make people happy

Leaders Adoption:

"I create animation that sparks joy in our audience."

"I ensure our facilities are safe so that our customers can focus on having fun."



To bring inspiration and innovation to every athlete in the world

Leaders Adoption:

"I design Nike sneakers to help athletes perform."

"I create marketing campaigns that inspire athletes to go further."



To nourish people and the planet

Leaders Adoption:

"I create healthy food to nourish our guests."

"I connect with vendors that supply healthy food."

Examples



Making the best ice cream in the nicest possible way

Leaders Adoption:

“I train our staff to serve our guests with a smile.”

“I create the branding and slogans for our product to invoke our kindness towards our guests.”

NORDSTROM

To serve our customers better, to always be relevant in their lives, and to form lifelong relationships

Leaders Adoption:

“I train our staff to go the extra mile for our guests.”

“I generate metrics to ensure we are always relevant to our customer base.”



Spread ideas

Leaders Adoption:

“I find speakers that have inspirational stories to share.”

“I create campaigns to help share ideas with the world.”

Your Next Steps

1.



2.



3.

Create Your Personal Purpose

As an HR professional combating burnout finding purpose in what you do can make all the difference.

Do you advocate for employees?
Protect your employer? Craft your statement and apply it to your role.

Define Organizational Purpose

Ask your leaders about their purpose at work. Why do they do what they do?
Who are they doing it for?

Post Your Statements


Your statement should be visible at home and at work to help you and your employees connect back to their why. When hardships arise, purpose can help ground people in why they do what they do.



Tomorrow's workers crave a deep connection to the employer and their purpose.

They want to feel a sense of inclusion and belonging – to be part of a culture that encourages employees to bring their best selves to their jobs every day.

Future- Proofing Your Organization, Mankins and Garton, HBR, Sept-Oct 2021.



Engagement

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"The purpose of a company is to engage all stakeholders in shared and sustained value creation. In creating such value, a company serves not only its shareholders, but all its stakeholders - employees, customers, suppliers, local communities, and society at large. The best way to harmonize divergent interests of all stakeholders is through a shared commitment to policies and decisions that strengthen the longterm prosperity of a company."

Klaus Schwab

Founder and Executive, World Economic Forum

Thank you.

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Watch Ken Garner's The Critical Role of "Purpose" in Personal and Organizational Performance. 1 PDC

Watch



For more information, contact our sources to discover your organization's purpose:

Ken Garner, Executive Coach, [Desired Results Through Coaching](#),

Brian Tarallo, Organizational Facilitator, [Lizard Brain](#)