TOOL

From purpose to action

From
purpose to
action

Introduction

Decoding a purpose is one thing but making it real so everyone can act on it is different game. It is not cool to have a purpose and the purpose itself doesn't do a lot, so you have to translate, specify and implement it in every corner of the company for it to count and be real.

In this tool we show you the steps and processes needed, moving from purpose intention to purpose reality. You'll see elements you are familiar with from a structured strategy process, with purpose specific elements added.

It is very important that each step is done with as much, as deep and as early broad involvement as possible. You'll need people from every corner of the company in the process and being specific and concrete in every step is the main goal.

Tool

From
purpose to
action

Steps & output

01

Use this tool to create clarity over the process and activities making sure you move from purpose statement – to purpose execution.

02

You'll need a core team in charge of the process and the CEO is part of this team from the very beginning.

03

- Begin with a 90 minutes introduction session and overview of the process and the steps to be taking.
- Make your own unique process overview, directly based on the core activities in this tools, because they will make sure you are doing what is needed.
- Connect this process to your already existing strategy process and the strategi choices made in this, because any purpose in any company will always be a higher authority than the strategy.

Tool

From purpose to action

What are the core activities?

Purpose of your company →

01 **Define the baseline** – What is the current purpose clarity, competence and commitment?

Investigate and assess the current baseline in the company related to how clear the purpose is to people, how the level of competence is to execute on the purpose and how committed you are to act on the purpose.

02 **Translation** – What does the words specifically mean in the purpose statement?

Word for word you translate how the purpose should be understood by everyone. This is vital work because the translation will determine the rest of your choices in all the other steps.

03 **Core assumption** – What are our core assumptions as a company, directly linked to the purpose?

Specify what the company believe in and how you fundamentally see the world. Here you stand out and is very clearly expressing what the company stands for – the more hardcore the better.

04 **Proof-points** – What are our purpose execution proofs looking back – and what proof-points should we provide forward?

Based on your purpose and core assumptions you find concrete proof showing that what you stand for is real. You back up all the fancy words with proofs looking backwards – and how you plan to proof it going forward. This is the core of what you communicate internal and external going forward.

05 **Key Purpose Indicators** – How do we define our own unique Key Purpose Indicators?

Define what you see as the most important indicators of the progression of your purpose execution. What should everyone's attention in the company be guided towards and what will be specific objectives telling all that you are moving forward with the purpose?

06 **Must Win Battles** – What does the MWB's look like for the entire company and the different business units and teams?

Every department and team translate the purpose and Key Purpose Indicators into the function and cross check with other departments and the Head of Purpose in the company. Go for a very few and focused MWB's.

07 **Execution** – How do we organize ourselves around the purpose execution and what does our execution engine look like?

Clean up and remove everything that is going on in the company that doesn't directly address the execution of the purpose. Old and irrelevant projects and local interests are out of the game now, because everyone has the same job now which is the purpose of the company.

Tool

From
purpose to
action

What do do now?

01

Define the core team that should lead
the process of turning your purpose
from a statement – to the way
everyone work and execute now.
Discuss the core activities highlighted
in this tool and how your own
translation of those should be so it fits
your company.

02

The core team should be 3-4 people
and you should have everyone in the
company involved during the steps.
Everyone is part of the process and
and early and real deep co-creation
will always beat a classical top-down
approach.

03

Sign up your core team to a free
introduction session 'Understand the
field', because that will speed up they
understanding and support their role in
creating the needed value in your own
purpose execution process.

Tool