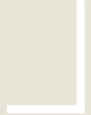


Tool

# The purpose scanner



# The purpose scanner

## Intro

The quality of a company purpose is vital to activate it and gain the true benefits having a purpose.

There are certain mechanisms that are good to know and be familiar with in order to be authentic as a company, and you'll find the core elements of what makes an effective, authentic and inspiring purpose in this tool.

Use the tool to assess a current purpose or as part of a decoding process when focusing in on a new purpose of your company.

## Tool

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## Steps & output

### 01

Use this tool to scan the current purpose of your company. You will get a clear baseline of the how effective, inspiring and useful the purpose is and which areas to potentially improve.

### 02

4-6 people across the company and one facilitating the process of scanning the purpose.

### 03

- 30 minutes of preparation from the people involved in the process.
- 30 minutes introduction to the company purpose and the meaning behind it.
- 2 hours of assessing each element in the purpose and actions to take, based on that assessment.

# Tool

# What are the elements to understand and use in the assessment?

**AUTHENTIC** – how much is the statement an authentic description of who we are?

Purpose is something that is decoded and not created. For it to be authentic, real and possible to act on it has to be very closely linked to the DNA of the company. It is fine that the purpose stretches the company to position itself differently from the past – even transforming the company going forward – but for most companies it will be closely linked to an existing core.

**DIRECTION** – how much does it guide our focus and actions going forward?

It is not having a purpose that makes a difference, but the clarity and consistency of acting on the purpose that matters. This means that an effective purpose clearly must guide a direction, focus and lead to clear action.

**INSPIRING** – how much does it create positive emotions and engagement?

There is always an emotional element to a solid purpose. People should act on the purpose and for them to do so it must speak to their emotions. Human beings are much more willing and able to act if an emotional element is included, so be careful with a very technical or product orientated purpose.

**SUPERPOWERS** – how much is it linked to what we are exceptionally good at and find engaging?

The superpowers of a company is related to its absolute core strength that directly leads to the desired impact formulated in the purpose. Think closely about what the company must do to create the desired impact and focus that

**OUTLOOK** – how much is it focused on being something for the world vs. "just" being in the world?

A purpose is never about the company but instead about the contribution and impact outside of the company. This element is fairly easy to assess, because either you have your primary focus outside of the company or you don't. For it to be effective it must always be about something on the outside, rather than on the inside.

**LONG-TERM** – how aspirational and worth striving for is it?

A purpose is long-term, within sight but out of reach. Regardless of the current societal, economical and global trends and tendencies, a true effective purpose transcends that in a long-term perspective and will last through

**ACTION** – how much does it guide and lead to action?

A purpose without activation is worthless. The magic is not in the purpose but in the what happens afterwards and how the purpose is executed, leading to a clear impact and done in a commercially intelligent way. The test in the specific element is to ask yourself the question: 'are we doing it or not?'

**IMPACT** – how clear is the impact we are striving for?


A clear and ambitious end-game for any company is a must. Everyone in and around the company must clearly know what you are fighting for, and it has to be worth it. You can't expect any extraordinary efforts, if what you are fighting is not somewhat extraordinary. That is the test here.

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## Take the purpose through the scanner

<b>AUTHENTIC</b> - how much is the statement an authentic description of who we are?	
<b>DIRECTION</b> - how much does it guide our focus and actions going forward?	
<b>INSPIRING</b> - how much does it create positive emotions and engagement?	
<b>SUPERPOWERS</b> - how much is it linked to what we are exceptionally good at and find engaging?	
<b>OUTLOOK</b> - how much is it focused on being something for the world vs. "just" being in the world?	
<b>LONG-TERM</b> - how aspirational and worth striving for is it?	
<b>ACTION</b> - how much does it guide and lead to action?	
<b>IMPACT</b> - how clear is the impact we are striving for?	


Measure the company purpose up against each element in The Purpose Scanner and give each element a unique score.

 Green score:

A green score is when this specific element is well represented and potentially give the company an advantage, especially related to how well this element can lead to purpose activation and impact.

 Yellow score:

A yellow score is when this specific element is more generic represented, but not in a critical sense. Not all yellow scores should be addressed but choose 1-2 that could lead to a real impact when acted on.

 Red score:

A red score is when this specific element is not represented at all in the current purpose, or the opposite effect is created through the purpose. For every red score clear actions must be taking to change this specific element in the purpose or in the translation and clear activation of the purpose.

# The purpose scanner

## What to do now?

### 01

Select the people to involve in this assessment of the company purpose. Be very broad in this selection across the company, the CEO is given and always have someone from the outside that can provide a different perspective to the discussion.

### 02

Give people time to prepare and use The Purpose Scanner before getting them all together. Have them assess the company purpose on their own and forward this assessment before the joint session.

### 03

Carry out a 2 hours session getting everybody on the same page in how all together see the purpose and what specific actions that leads to afterwards.

### 04

Execute on the defined actions and integrate this in the day-to-day purpose and strategy execution process.

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