



Knowing what you're good at

Does your brand have a strong emotional appeal to Customers and Colleagues?

Time to create a stronger alignment between your purpose and outcomes.

Insight Series

part 02

Create a stronger alignment between your purpose and outcomes

A strong sense of organisational purpose not only makes it clear to your customers why you exist and what you stand for, but it also has the power to align your team behind that purpose and create better outcomes.

In short, a strong sense of purpose, acted out consistently by your organisation, makes you more valuable and more robust. It is good business.

You may have a mission statement or business values in place within your organisation, however how clear is the understanding of what you do and how you do it? When asked the deeper question about your purpose, why you must exist, is there often a lack of clarity or agreement on this deeper sense of self, across colleagues and customers?



19% of employees

don't understand their company's core values or simply don't know them

The dangers of not having a clear purpose and not having your organisation and talent aligned to that purpose are at best a huge waste in mis-directed effort and at worst significant avoidable cost.

An opportunity exists for organisations to tackle this challenge. To reach new levels of understanding about what they are great at and what contribution they are making to their customers and the wider world. At the same time, they can ignite the passion and commitment of their teams around a shared sense of purpose.

Such businesses act “on purpose” with strategies and behaviours that support and enhance the overall business aim.

The purpose acts as strategic guard rails, ensuring that business activities remain consistent and colleagues have a clear understanding of the role they are playing in the organisation. In short, they are better businesses and can count themselves amongst the great.

How can you ensure your business has a strong sense of self which is consistently understood and applied throughout the organisation?

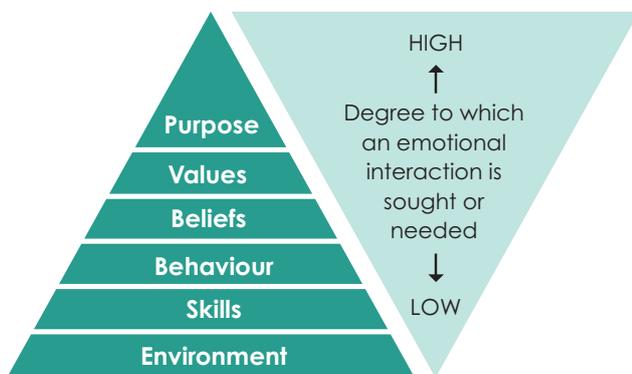
How do you move to get the highest level of internal commitment for all levels of the business?

Custerian have successfully developed activities that will help you understand your deeper purpose, to articulate it in a meaningful way and to ignite the passion and commitment of your wider team.

Employees and executives who work for an organisation with a **strong sense of purpose** say that they are confident that the business will grow.

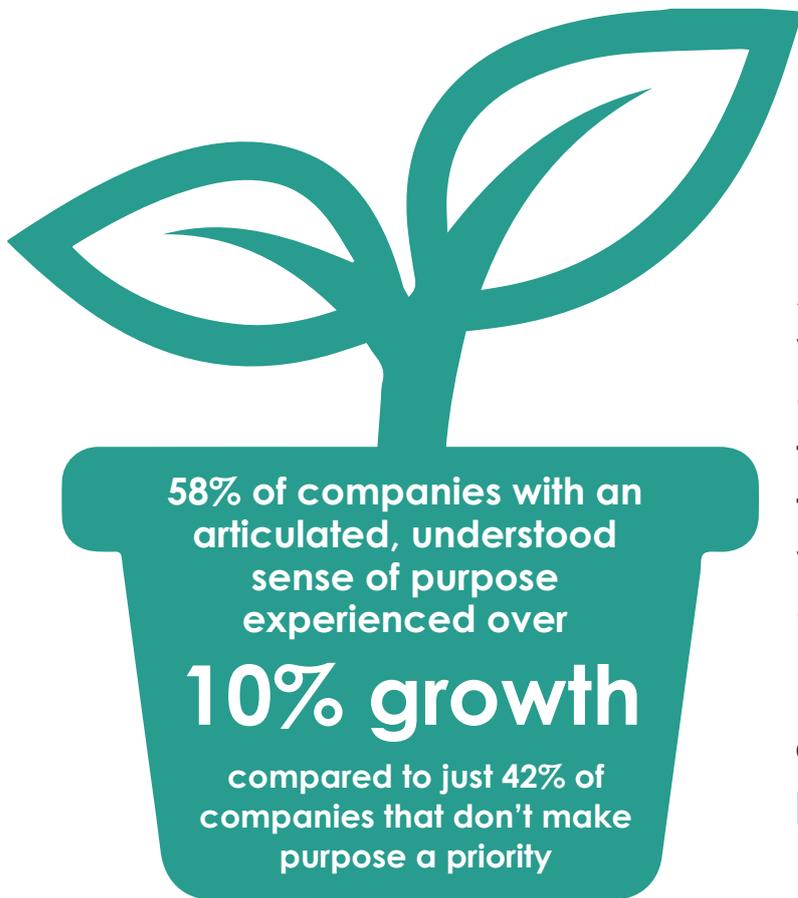


It is a process which uncovers and articulates your compelling core purpose, which effectively aligns your processes and people around that purpose and sets the strategic priorities to consistently deliver on it. It is a fast track way to significantly improve the performance of your business and create a robust, resilient and future focused organisation.



The 'level' of connected, and emotional interaction across a organisation. If you would like us to explain the above digram in more detail don't hesitate to ask.

We will help and support you with experienced practitioner-led teams working with your teams to identify and develop what you do best and what your deeper purpose is. We quickly get under the skin of your business build out a programme of activities to embed this purpose into the organisational fabric and create alignment.



LinkedIn and Imperative's 2016 workforce Purpose Index.

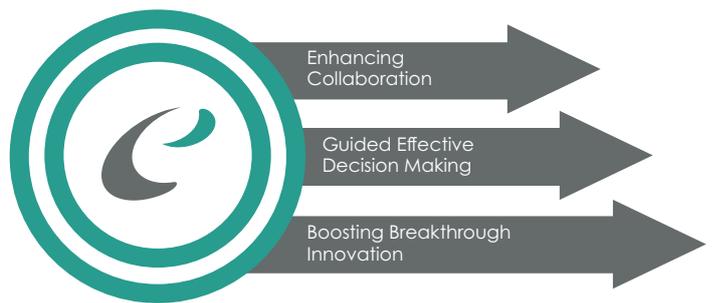
82% of employees and executives who work for an organisation with a strong sense of purpose say that they are confident that their organisation will grow.

This confidence changes the focus of purpose driven organisations to quality and long term sustainable growth rather than short term returns.

All this is done in collaboration with your team at all levels of the organisation. We call this branding from the inside out and we have found it to be the most effective way to create enduring change in any organisation.

Purpose driven organisations experience Increased productivity as a result

Purpose helps people in:



If you would like to know more about how we can help you create a deeper level of organisational alignment and commitment to your core purpose, please contact us today and we can arrange an informal meeting to demonstrate how the process would work for your organisation.

Don't hesitate to contact us on:

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