

5 STEPS TO CREATING AN ENGAGED PURPOSE

What is an Engaged Purpose and why is it important?

An Engaged Purpose details the transformation you are trying to create and inspires your team, while providing the structure and framework to align individual daily activities with the larger aspirations of the organisation. It makes attracting and retaining productive talent and growing a business much easier by simplifying difficult decisions and making an uncertain future easier to navigate.



1. Discover What Energises your Employees

Write a list of 10 high-energy statements you believe might energise employees about their job and the organisation. Don't overthink it! These should be short and general statements. For example, you might list things like: Help others experience success.



2. Ask Your Employees

Use the list you just created to poll your employees about which statements resonate with them most. This will help you create an Engaged Purpose that really matters to your team.



3. Write A Draft Statement

Referencing the feedback you receive in step two, choose the top 2-3 statements selected and draft your purpose statement. It's crucial to make this as clear as possible, so your team can easily understand and work towards this purpose.



4. Share Your Purpose With Your Team

Share the top 2-3 statements that energise your staff from step two - as well as your drafted purpose statement that you created for them. This will show your team that you're listening to their feedback and took the time to incorporate it.



5. Make Sure You Follow-Up

When you show your Engaged Purpose statement to your team, ask them in a confidential survey how they relate to it. It's important that you're prepared to make changes based on the suggestions from your team. Incorporating feedback will help everyone connect to the Engaged Purpose.