

PURPOSE



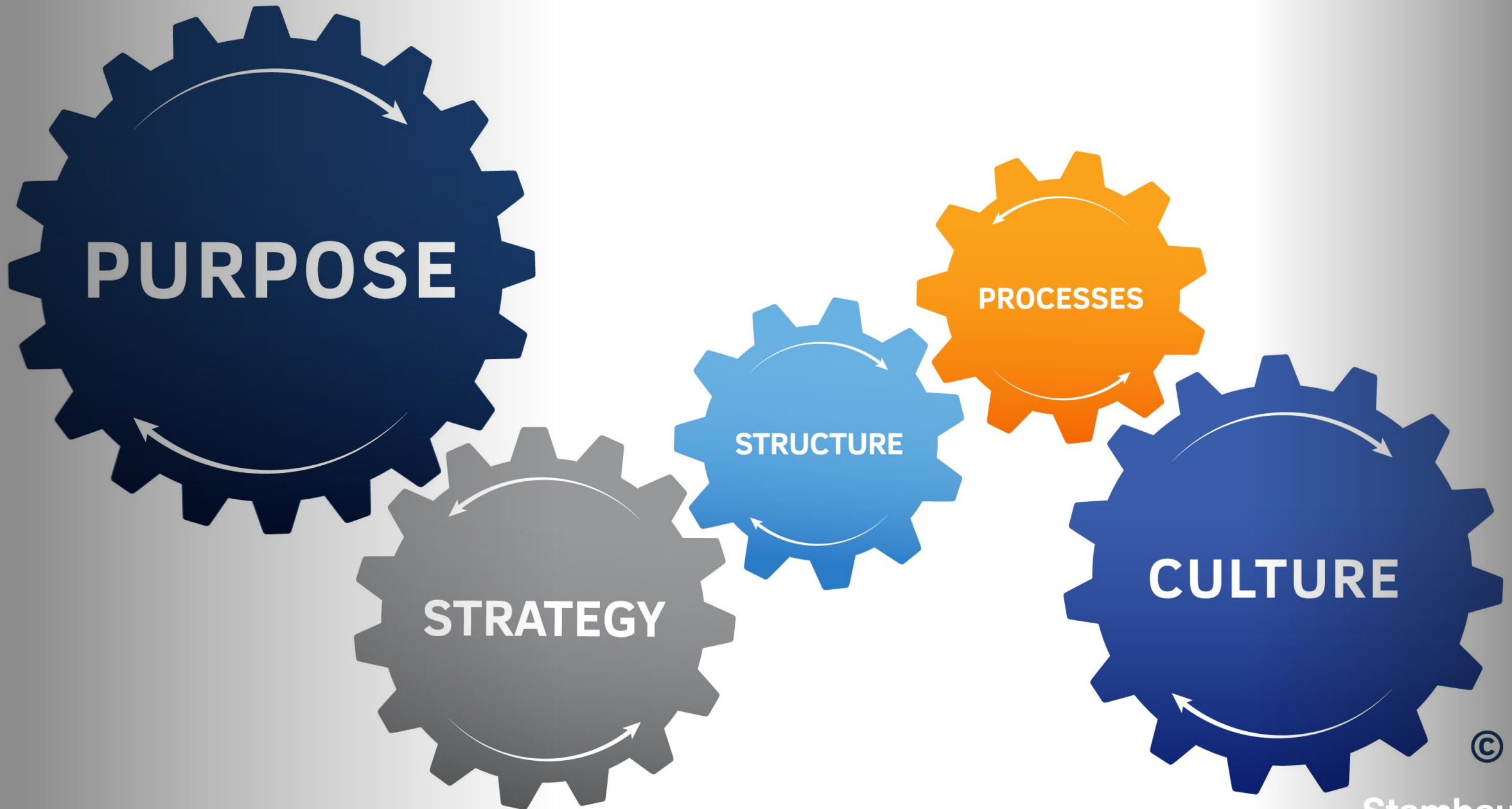
Today's Objectives

- Define purpose in your organization that will help drive results
- Properly leverage the strengths of your company
- Identify methods to incorporate purpose into your day-to-day experience

Poll Question #1

Does your company have a Mission or Purpose defined?

- A. Yes
- B. No
- C. Unsure



“An organization’s soul and identity,
providing both a platform to build upon and
mirror to reflect its existence in the world” -
Deloitte



“it articulates **WHY** an organization exists, what problems it is here to solve and who it wants to be to each human it touches through its work.” - Deloitte



Know your why

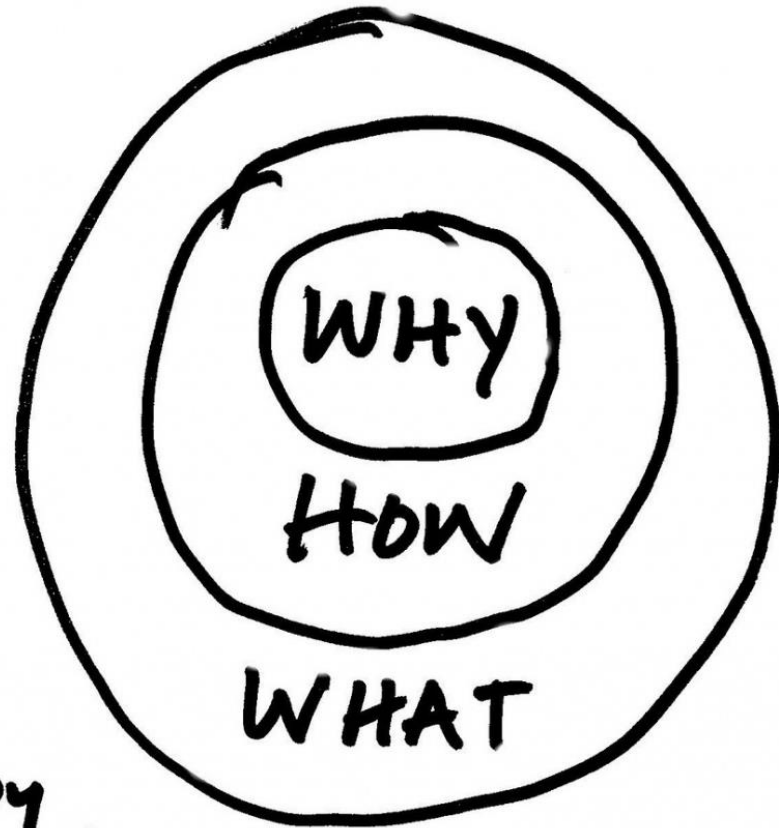
[Know Your Why | Michael Jr. - YouTube](#)

"People don't buy what
you do, they buy why
you do it,"

Simon Sinek

Simon Sinek

THE GOLDEN CIRCLE



by
SIMON SINEK

Simon Sinek

Poll Question #2

When was the last time the Mission/Purpose for your company was updated or revisited?

- A. <1 year
- B. 1-5 years
- C. 5+ years
- D. Never
- E. Unsure

Companies who got it right

IMO



charity: water

“bringing clean and safe drinking water to people in developing countries”

[About Us | charity: water \(charitywater.org\)](https://charitywater.org)



“To glorify God by being a faithful steward of all that is entrusted to us and to have a positive influence on all who come in contact with Chick-fil-A”

[Who We Are - More Than The Original Chicken Sandwich | Chick-fil-A](#)



“Connect people to what’s important in their lives through friendly, reliable, and low-cost air travel”

[Purpose, Vision, and The Southwest Way – Southwest Airlines
\(southwestairlinesinvestorrelations.com\)](https://southwestairlinesinvestorrelations.com)

Companies who did NOT get it right

IMO

Only talk about the company history in the
“About us” section on the website

Dutch Apple Dinner Theatre - [Our Company - Dutch Apple Dinner Theatre](#)

Does not motivate to buy products/services

Hershey Entertainment & Resorts

[Core Purpose | Hershey Entertainment & Resorts \(hersheyentertainmentandresorts.com\)](#)

A young girl with blonde hair, wearing a white long-sleeved shirt and a dark patterned skirt, is blindfolded with a pink cloth. She is smiling and swinging a stick to hit a piñata. The piñata is a zebra-like figure with black and white stripes, hanging from a string. Confetti and small toys are falling all around her. The background is a plain, light-colored wall.

Impact

Marketing – to prospective and prospective clients/companies

Employer Branding – to prospective and current employees

Deeper Connections - with consumers, community and employees

Organizational Strength – empowering people to pursue passion



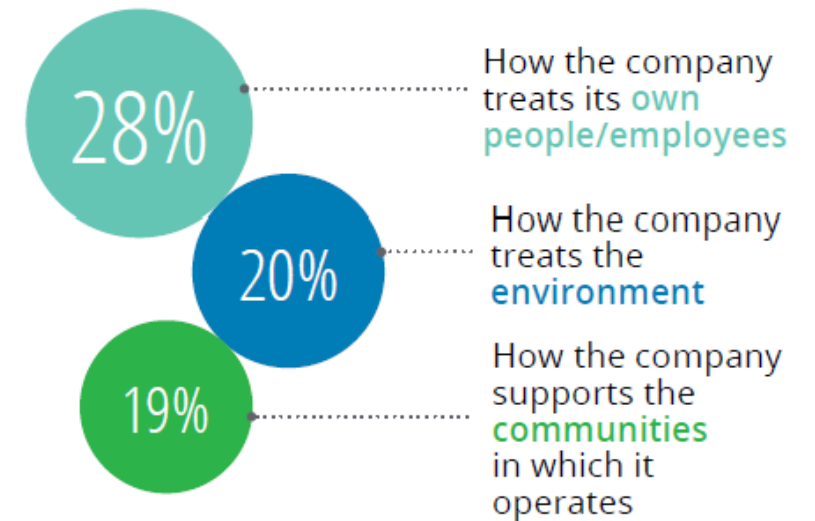
“Purpose-driven companies witness higher market share gains and grow an average 3X faster than their competitors, while achieving higher employee and customer satisfaction” - *Deloitte*

Purpose really does make a difference

FIGURE 1

Top issues consumers identify with while making decisions about brands

Percentage of respondents



Source: Deloitte 2019 Consumer Pulsing Survey in the United States, United Kingdom, China, and Brazil.



Where do I start?



Getting to the core

- It is what we have always done
- We have to in order to make a profit
- I don't know why we do what we do

Forward Alignment

- **Ownership transition**
- **Post-pandemic**
- **New Services/Products**
- **Value vs. Cost**





Key questions

- Who do we want to serve and why?
- What do we want to provide and why?
- What challenge/issue are we trying to solve with our service/products?



Fun on purpose!

- We design performing arts venues that make people smile
- We make desserts for those who crave sweets.
- We design bridges that people can count on to connect them to family and friends.
- We make the trinkets that tourists love.
- We create experiences that will make you laugh

Poll Question #3

Does your Mission/Purpose guide the leadership's decision-making process(es)?

- A. Yes
- B. No
- C. Unsure



What's next?

Organizational Architecture: Culture





How are we unique?

“The key to a successful organization is to have a culture based on a strongly held and widely shared set of beliefs that are supported by strategy can structure”

[Understanding and Developing Organizational Culture \(shrm.org\)](http://shrm.org)

Questions or Clarifications?

Presenter:



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Managing Director,
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Kristi focuses her extensive expertise on helping clients design a workforce that is not only prepared for the future, but one that leverages disruption to thrive and succeed. Weaving together a unique blend of anticipatory tools and insights with practical solutions, providing clients with an organizational architecture that empowers them for the NextGen.

Applying deep workforce knowledge, Kristi helps companies overcome challenges by providing strategic direction, implementing and improving policies and procedures, and skillfully turning human capital management into a competitive advantage.

Professional Highlights

- National AE Industry Presenter
- PhD - Organizational Management
- MBA
- BS - Accounting
- Senior Certified HR Professional