

Keys to Engagement Series

ENGAGED
PURPOSE

ENGAGED
OWNERSHIP

ENGAGED
LEADERS

ENGAGED
EMPLOYEES

ENGAGED
CUSTOMERS

ENGAGED
ORGANISATION

ENGAGED **PURPOSE** GUIDE



This Guide will help you understand what an Engaged Purpose is, why it is vital, how to avoid some common mistakes, and will provide you with step-by-step instructions for creating your own.

At the core of every Engaged Organisation™ is an Engaged Purpose™.

This guide provides you with a structure and framework so you can create a powerful and highly effective Engaged Purpose for your business that your team will enthusiastically rally behind – and work alongside you to create an Engaged Organisation.

What is an Engaged Purpose?

An Engaged Purpose is a written statement that serves as the foundation of an Engaged Organisation. It is the glue that holds everything together. It connects your team, provides structure, and gives everyone in your organisation shared goals. It makes growing a business and the people within it so much easier. It simplifies difficult decisions and makes an uncertain future easier to navigate. Having an Engaged Purpose invariably results a business making more money, but it also provides a reason for the business that goes beyond money.

An Engaged Purpose is a written statement that clearly communicates to your team what your company does and why. It details the transformation you are trying to create. It provides a structure and framework that will inspire your team to align their daily activities with your company's larger aspirations.

Additionally, an Engaged Purpose will help you get the most out of *The Engagement Multiplier Program* by providing the foundation for you to create an Engaged Organisation.

“Purpose-driven organisations are believed to have better results across a variety of measures, with 89% of participants saying they encourage greater employee satisfaction, 85% better customer advocacy and 81% higher quality products and services.”

– EY

(formerly Ernst and Young)

Why an Engaged Purpose is important

In a study of employees at various companies, EY found that a staggering **87%** of respondents believe companies perform better over time when they have a purpose that goes beyond profit. Additionally, EY found a great purpose resulted in:

85% BETTER CUSTOMER
ADVOCACY

81% HIGHER QUALITY
AND SERVICES

89% GREATER EMPLOYEE
SATISFACTION
(great news, if you're looking to reduce staff turnover)

There was another standout figure: only **37%** of respondents said their company's business model and operations were well aligned with its purpose. This alarming statistic begs the question of how one judges whether or not a team is engaged with the organisation's purpose.

What an Engaged Purpose should ***not*** be: two common mistakes to avoid

Mistake # 1. Written for the wrong audience.

Many purpose, mission or vision statements are written for the organisation's customers. This is wrong. Most customers don't care – they choose to deal with you for reasons other than some words about why you exist and what you do. The people who matter here are your team. Write your Purpose for them, to engage them, and Engaged Customers will become a by-product. (But do write it knowing that customers may read it, too.)

Mistake # 2. Disconnected from the team and confused with vision or mission.

Purpose should not be confused with vision – which can be defined as “preparation for the future,” or mission – which might be described as “any work we believe it is our duty to do.” Certainly both have value, as they are all crucial to your business' growth and success. =In our experience, however, visions and missions often don't fully resonate with the teams that are tasked with achieving them (see Mistake #1).

“I believe that most Missions or most Visions think too big, cover too much territory, whereas workers think local – and therein lies the disconnect. Often, those Missions and Visions are so grandiose that they are unrelatable to the employee charged with turning those airy statements into reality. That's why I stress the importance of purpose, which the dictionary defines as why you do something or why something exists. If you want to rally the troops, purpose – the very reason for doing what you are doing – should be at the core of everything you do and say. Purpose is the core of the Engaged Organisation... and it provides a reason for a business's being that goes beyond making money.”

– Stefan Wissenbach

Founder & Chief Engagement Officer, Engagement Multiplier

Money isn't everything.

Study after study has shown that money is low down on the list of reasons why people want to come to work. Yet in a business that doesn't have a purpose, it's very difficult for team members to become engaged – and it often then does become about the money. Conversely, businesses which have an Engaged Purpose that team members can align and engage with enjoy the benefits of having a team that isn't just in it for the money – and as a result, business success is easier to achieve.

Sharing your Purpose

Once you've crafted your Purpose, you need to share it with your team – passionately, wholeheartedly and regularly.

Your Purpose is something your team should always work towards. Encourage them to reflect on it frequently. Make sure they can see it whenever they need to.

Remember, your Purpose can, for the right reasons, evolve and change. Working with Engagement Multiplier, you'll be receiving scientifically measured input from your team every 90 days. You will clearly be able to see if work is required on your Purpose in the future to ensure it continues to stay true and engaging.

Share your Purpose with your whole team in the most direct way possible. This doesn't just mean a note on the break room fridge or a hastily assembled poster. Ideally, you will present it through personal interaction. Be open and honest about your rationale. Encourage your team to ask questions about it – and answer every one.

Overall, you'll know you have an Engaged Purpose if a new employee can excitedly share it with friends and family at the dinner table, and have them instantly be intrigued and think, "what a great place to work."

It's good to share your Purpose with customers as well. Remember, it's not a secret – it's meant to inspire confidence in your company.

What an Engaged Purpose will do

We have seen the proof that having an Engaged Purpose is the most important aspect of an Engaged Organisation. Your Engaged Purpose will connect your team. It will help drive innovation, application and solid decision-making for years to come – and build a truly Engaged Organisation.

How you know if your team is engaged with your Purpose

Ask them. They are Engaged if they "Strongly Agree" with the following:

"Our organisation's Engaged Purpose is a clearly articulated, living, breathing, written statement that is shared with every member of the business. It is regularly used and updated as context for creating a sustainable business model, driving strategy, direction and business activities the leadership and team has confidence in. Everyone in the business feels connected to and excited by why the organisation exists, its goals and how the business will achieve them. Relationships with the organisation's customers are aligned with and support the Purpose."

Five golden rules for creating your Engaged Purpose



1. Stay true to yourself – Be mindful of what you started your company for in the first place; what you do and why you do it. A purpose is not meant to change the structure you have in place, it's meant to state what you do and why. Remember the rationale for why you got in the business. Why your industry? Why in that location? What void did you see yourself filling? These thoughts connect the functional parts of your business with the emotional reasons for being in it.



2. Seek the input of the people you want to engage: your team – Don't fall into the trap of feeling you have to write it yourself. The best results often come from involving your leaders and team members, and having them work with you to create a compelling and engaging purpose. If they are involved in creating the statement, they're much more likely to own it.



3. Make it connect – A unified purpose is written with energy and passion. It robustly expresses what you are looking to achieve and why. It needs to be a compelling and well thought-out communication that will touch the hearts and heads of employees at every level.



4. Create confidence, belief and empowerment – Your purpose should be something that you, the owner, are energized by and truly believe you can attain. It should be authentic. You should feel very comfortable discussing it and supporting it. From a team perspective, it should be empowering. You'll be amazed at the truly extraordinary things your team can accomplish when empowered.



5. Write clearly and let it evolve – The objective should be on clarity, not on whether it's long or short. It is the meaning of your words that matters, not just something that "reads well." It's not easy, and it takes time, so remember: the goal is progress not perfection. Settle on something that works, and then continue to let it evolve over time.

"When Paul O'Neill took over a struggling Alcoa, he didn't make his company's purpose to be the most profitable supplier of aluminum or other metals. Instead, he announced that his Purpose was to eliminate industrial accidents. The uproar from shareholders was enormous. How about making money, they cried. But his commitment to zero industrial accidents energized and united the workforce, led to countless innovations that not only prevented injuries and saved lives, but also saved money and had a powerful effect on overall profitability."

– **Stefan Wissenbach**

Founder & Chief Engagement Officer, Engagement Multiplier

A message from Stefan

Here's our purpose at Engagement Multiplier

A More Engaged World...

We enable businesses with identifiable ownership to measurably improve morale, culture and retention - and innovate, thrive and grow. We are deeply connected to, and energised by, the transformational power of 'engagement' for both businesses and individuals. We are proud and protective ambassadors of our community, philosophy and culture where personal growth and unique ability are championed, collaboration is constant and fun is a priority!

I created our purpose using the 5 Golden Rules as a guide and then clearly defined:

What we do:

We facilitate the creation of Engaged Organisations – any business in any part of the world.

Why we do it:

Because it's transformative. It reduces turnover, increases profits and makes businesses happier places to be. Every member of our team understands this, and we consistently focus on internally sharing the successes our clients are enjoying.

We are proudly harnessing the power of technology to deliver exponential results for ourselves and our customers.

The result is a purpose that reflects what I am passionate about and something that my team is connected to. It is my hope that this guide will help you to do the same.



Stefan Wissenbach

Founder & Chief Engagement Officer, Engagement Multiplier

About Engagement Multiplier

We enable businesses with identifiable ownership to measurably improve morale, culture and retention - and innovate, thrive and grow. We provide a unique structure and framework for companies all over the world to systematically measure and improve employee engagement every 90 days. Our technology enables growth-minded business leaders to harness the true power of their greatest asset – their employees – and build wonderful companies.

Over 90% of our clients achieve Engaged Organisation Accreditation in less than a year.

EngagementMultiplier®

42 Berkeley Square, Mayfair, London, W1J 5AW
+44 (0) 1676 524462

130 E. Randolph Street, Suite 1600, Chicago IL 60601-6220
773-340-0381

www.engagemultiplier.com

© 2016 Global Magic Futures Ltd. All rights reserved. Used with written permission. Patent pending.

FEATURED IN:

The Daily Telegraph

FOX

Inc.

MarketWatch
THE WALL STREET JOURNAL

NBC

abc

THE SUNDAY TIMES

CBS

YAHOO!