



THE  
MINDFUL  
COLLECTIVE



# Purpose & Sustainable Value Creation Workshop



# Begin your journey...

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The first step to creating  
a new breed of business

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## Our Purpose

The Mindful Collectives purpose is to help businesses become purpose-driven and sustainable. We have a vision that in the future all businesses can be environmentally and economically sustainable. To that end we're creating a network of consultants, experts and like-minded businesses to join us on the journey to creating a new way of doing business that can benefit everyone...





# What is purpose?

Purpose can be defined as

“An organisation’s meaningful and enduring reason to exist that aligns with long-term financial performance, provides a clear context for daily decision making and unifies and motivates relevant stakeholders”

- [Ebert, Hurth, Prabhu, 2019] <sup>[1]</sup>

[1] <https://www.managers.org.uk/~media/Files/Reports/Guide-for-Leaders-White-Paper.pdf>



# Why is purpose important?

Purpose has begun to gain relevance in modern day business terminology because of its unique and powerful ability to drive the organisation's success. This comes from the combination of two things;

1

The pursuit of an ambitious, clear, enduring and overarching objective that motivates all stakeholders.

2

The objective is humanly meaningful – i.e. about serving the well-being of others.



# Here's what we think purpose fundamentally achieves...

## Purpose breeds engagement

Millennials are 5.3X more likely to stay when they have a strong connection to their employer's purpose. <sup>[2]</sup>

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## Provides context for decision making

Having a strong purpose provides clear context for daily decision making, throughout the business.

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## Creates stronger stakeholder relationships

Purpose based companies that co-create with their stakeholders create greater valued products and services which drive long term success, brand sentiment and loyalty.

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## Increases financial performance

DDI's global leadership forecast 2018 found that Purposeful companies outperform the market by 42%, adding to the growing body of research that shows companies with a strong purpose have greater competitive advantages. <sup>[3]</sup>

[2] <https://www.pwc.com/us/en/about-us/corporate-responsibility/assets/pwc-putting-purpose-to-work-purpose-survey-report.pdf>

[3] [https://www.ey.com/Publication/vwLUAssets/ey-the-global-leadership-forecast/\\$FILE/ey-the-global-leadership-forecast.pdf](https://www.ey.com/Publication/vwLUAssets/ey-the-global-leadership-forecast/$FILE/ey-the-global-leadership-forecast.pdf)



# Purpose at the core...

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## What the workshop aims to achieve...

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The purpose workshop is a set of guided processes designed to help you find the fundamental reason for your business' existence. We review your current values, vision and mission and test how suitable they are to deliver value against modern day needs. It includes thought provoking exercises that break down the norms of sustainability and long-term value creation.

The goal of the workshop is to refine your business purpose so that you can use it to provide a clear context to your daily decision-making, create true value and motivate relevant stakeholders, whilst being aligned with long-term financial performance.



# What to expect

A few examples of the topics and questions that will be covered...

## Context of purpose

We present the business case for creating a stronger, purpose based company culture and accompanying values and vision for your business. This includes an introduction to purpose and true value.

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## Vision & mission review

A review of your current vision and mission and whether they drive the success of your business or you are simply “paying lip service” to them.

Does the context of purpose and its value make you want to evolve your vision and mission?

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## Moral business obligations

What moral obligations do you think your organisation has to its stakeholders, society and environment and are they being served by your current value proposition, vision and mission?

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## Co-creating value & purpose

Through stakeholder mapping and prioritisation can you ensure that your purpose and value creation is being co-created with all relevant stakeholders to maximise value?

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# Join us today...

If you are interested in attending one of our Purpose workshops or would like a dedicated one to one session to help you find your new business purpose then contact us via our website below.

[mindfulcollective.net](http://mindfulcollective.net)