

Clarifying and Aligning Your Company Purpose



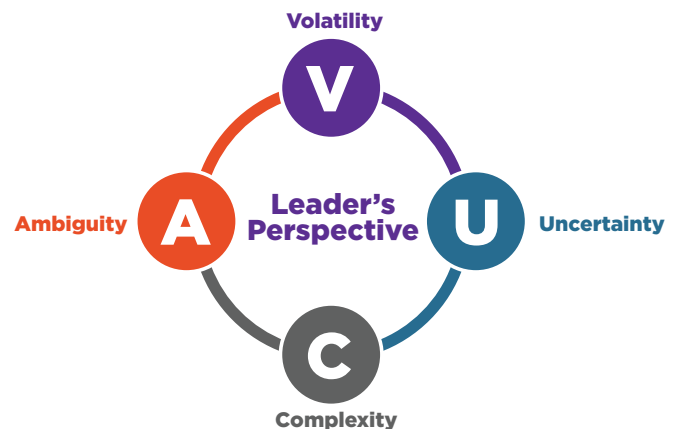
“People don’t buy WHAT you do, they buy WHY you do it.”

- Simon Sinek, *Start with WHY*

Now, more than ever before, purpose matters.

There is a revolution occurring in the business world today where enlightened leaders recognize what it means to thrive in today’s VUCA world, an environment that is Volatile, Uncertain, Complex and Ambiguous. It is an environment that is changing dramatically, where disruption is the norm and organizations are more overwhelmed than ever. Thriving in this new reality requires intentionally aligning people with a common purpose and equipping them to effectively show up as a leader - as the best version of themselves regardless of the circumstances.

A VUCA World



The Golden Circle



Clarity is key.

Within our organizations, most of our employees understand our WHAT - the products or services we offer. We generally have some understanding of HOW we do what we do, and what sets us apart. The real power comes when we understand, as an organization and individuals, WHY we do what we do. When organizations can clearly define their WHY, and their people have clarity about it as well at every level, real transformation occurs. Leaders lead more effectively, and teams create more alignment in their work.

Defining your WHY is your competitive edge.

Connected to Your Purpose

Imagine every person in your organization feeling deeply connected to the purpose of your organization, where everyone is intentionally showing up as a leader to further the organization's purpose, is fulfilled in their work, and able to be the best version of themselves. It is possible, and it starts with clarifying your WHY - who your organization is when at its best; then it requires equipping people to align to that WHY on a daily basis.



Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean your purpose, cause or belief - WHY does your company exist? WHY do you get out of bed every morning? And WHY should anyone care?

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- Simon Sinek, Start with WHY



Why clarifying your WHY, HOW, and WHAT creates such a transformational impact

WHY: Your WHY is the center of the Golden Circle and is a road map for leading and engaging people and setting a different trajectory for your workplace and individual wellbeing.

HOW: Your WHY can't be lived or realized without the discipline of HOW. This encompasses your company's Core Values - the Guiding Principles for ALL decisions, behaviors and more. They are who you are and how you live your WHY.

WHAT: Your WHAT are your products and services. These evolve and change over time as the world, markets, technology, and workplaces evolve.



By focusing first on our WHY, rather than our WHAT (which is continually shifting and changing), we keep our vision connected to WHY we show up every day and the Vision that inspires our employees and our customers.

Program Overview

- Full and half-day interactive workshops
- Perfect for a cross-functional team or your entire organization
- Customized to your group needs

Outcomes

- Defining your Culture Vision
- Identifying your Core Values
- Clarifying your Golden Circle and WHY
- Using these to transform your culture

Guiding you to your WHY

Our workshops are designed to guide organizations through:

- Discovering Your WHY: The Human Difference, Your Contribution, and Your Impact
- Drafting a WHY Statement
- Clarifying Our HOWs
- Culture Visioning / What it Takes to Live Our WHY



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Learn more about clarifying your why and how we can impact your organization. Call us today at 877-373-6850 or visit: SalveoPartners.com