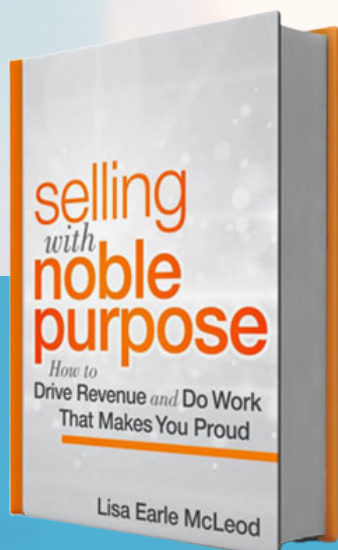
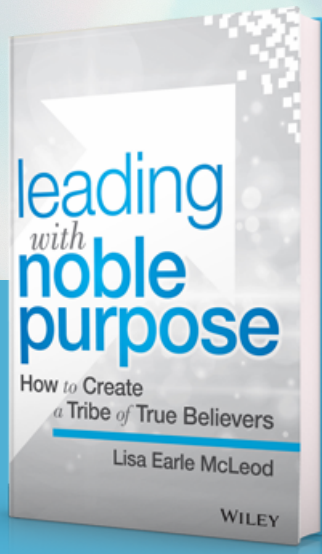


Creating a Tribe of True Believers

The Leading with Noble
Purpose Assessment



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Purpose drives performance.



Don't let anyone tell you that you have to choose between making money and making a difference.

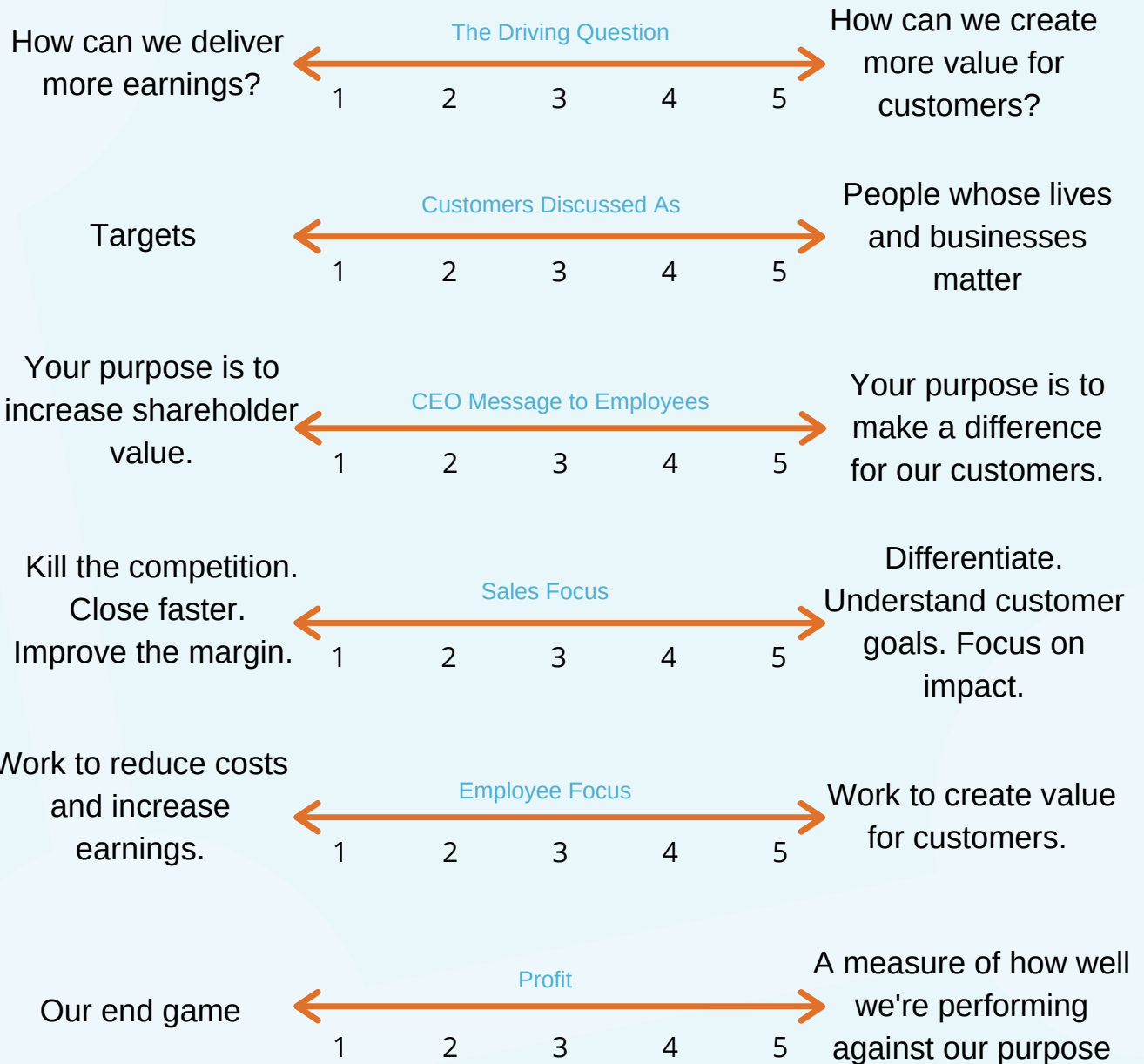
We stand in a place and time where the role of business in the world is being questioned. The pressure for short-term profit is a constant, yet there is equally forceful pressure to do right by our people, our customers and our shareholders.

During a time of uncertainty, a noble purpose helps you:

- Focus your team quickly
- Drive innovation
- Make better, faster decisions
- Improve customer retention
- Attract new customers
- Put your highest ideals into action

Your noble purpose is a clear and succinct statement about the impact your organization has on customers.

How Does Your Team Stack Up



Add up your total score.

Assessing Your Team



Where does your team stand?



If your team scored 20 or above: Congratulations, you're a noble purpose team. Your challenge is to sustain your purpose in the face of change and uncertainty.



If your team scored between 10 and 20: You're at risk for becoming a transactional organization. If you don't reframe the narrative quickly, your business could suffer.



If your team scored below 10: All hope is not lost, you can change this situation. But you must act quickly. Be transparent about why you want to change.

Purpose drives performance.

*The data tells us
what we know in
our hearts to be
true, you can't
spreadsheet your
way to passion.*

Rapid Growth

Jim Stengel's 10-year growth study determined that organizations whose purpose is to improve the lives of their customers, outperform their competition and the market as a whole by over 380% .

Sales Performance

According to research from Michigan State, a sales team with no compelling purpose other than 'hit the number' is less likely to win business. Dr. Valerie Good, MSU professor and researcher, confirms that salespeople are more likely to work harder and be more adaptable if they're motivated by, "The belief that one is making a contribution to a cause greater, and more enduring, than oneself," as compared to a desire for money.

Customer Advocacy

When you create passionate employees, you create passionate customers. Recent research from EY revealed that 85% individuals believe organizations with a purpose bigger than money experience greater customer advocacy. Furthermore, 80% of executives confirm that purpose can increase customer loyalty.

Employee Engagement

According to PWC, in order to be fully engaged, employees need to find meaning in their daily work. But fewer than half say they do. Furthermore, a survey from Harvard Business Review revealed: Employees who derive meaning and significance from their work were more than three times as likely to stay with their organizations — the highest single impact of any variable.



3 Ways to Amp Up Purpose in Your Team

Tell Customer Impact Stories



When elders repeat familiar stories at the family reunion, they're telling the tribe: this is who we are, and this is what we believe. Stories are your organizational narrative. The default narrative of most organizations is a money story. But a money story doesn't win hearts and minds. Build a sense of purpose by sharing stories about how your work impacted a customer or teammate. Real human stories, that included emotional ups and downs, build belief in a way that generic case studies do not. Stories need to be told often, they build purpose by reinforcing to the team, our work matters. This is how we help people. Customer impact stories accelerate competitive differentiation and emotional engagement.

Recognize and Reward Impact



Telling someone good job is nice, but you can do even better. Human beings are hardwired to want to make a difference. No matter what our role, we crave belonging and significance. You can help your team feel a greater sense of purpose and urgency by describing the impact their positive actions have on others. When you lift up examples of how your team made a difference, it tells everyone, this is what we value, and this is why we're here.

Master the Art of the Frame



Whenever you're introducing a new initiative or idea, or even a change that people won't be happy about, lead with your purpose. Instead of saying, 'here's what we're going to do,' say 'Our purpose is to help our customers improve, in light of that, here's what we're going to do'. This helps people see the why behind your actions. It creates urgency and engagement.

The Call for Purpose Driven Leadership

Purpose motivates your team and improves performance because it:

- Brings the customer voice to the front and center of the conversation
- Provides an organizing framework for planning and decision making
- Helps mid-level performers set more ambitious goals
- Helps top performers stay focused on delivering value
- Differentiates your conversations with customers in a way products and specs cannot
- Acts as a reset button during times of challenge and change



As a leader, your words tell your team why they're here, and why their work matters. Words create worlds. People are desperate for more meaning in their lives, and when you provide that at work, it galvanizes a team. Focusing on a Noble Purpose gives you a language and framework for creating powerful shared beliefs with your team: beliefs that will translate into more meaning, and more success.

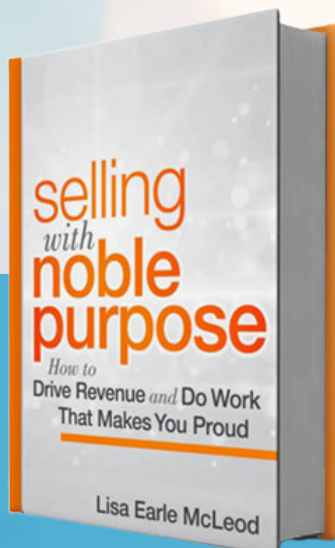
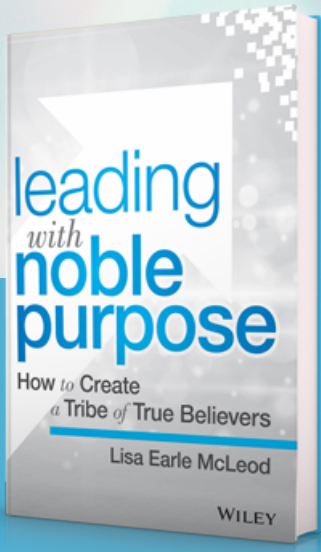
McLeod & More, Inc.

A Sales Leadership Consultancy

Coaching | Consulting
Live & Virtual Workshops

We help leaders drive
revenue and do work that
makes them proud.

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