

The really simple **3-step** process to true **purpose**...



1



Discover

Discover (or re-discover) your purpose and values by co-creating and involving the whole organisation. This should never be driven just by people at 'the top'.

2



Do

Embed your purpose internally ensuring your staff live, breathe and believe it. Ensure it runs through your structure, systems, operations and culture.

3



Discuss

Now you can discuss and shout about your purpose externally. Never discuss before you discover and do first!

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